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**NON-COMMERCIAL MARKETING CAMPAIGNS AND THEIR EFFECTS  
FROM THE PERSPECTIVE OF THE AUDIENCE**

Master's thesis

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## TIIVISTELMÄ

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### **Epäkaupalliset markkinointikampanjat ja niiden vaikutukset yleisön näkökulmasta**

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*Avainsanat: epäkaupallinen markkinointi, sosiaalinen markkinointi, syy-yhteys markkinointi, markkinointi, asennemuutos, hyväntekeväisyys, yhteiskunta, yhteiskunnallinen markkinointi*

Tämän tutkielman tavoitteena on perehtyä epäkaupalliseen markkinointiin yleisön näkökulmasta ja empiirisen tutkimuksen avulla selvittää kuinka yleisö kokee tällaiset kampanjat ja tunnistavatko he niiden mahdollisesti aiheuttamia asennemuutoksia itsessään.

Tutkielman ensimmäinen osa on katsaus epäkaupalliseen ja sosiaaliseen markkinointiin. Se esittelee relevantit epäkaupallisen ja sosiaalisen markkinoinnin teorit sekä markkinoinnin aiheuttamien asennemuutosten teorioita kuten ELM-mallin (malli viestien työstämisen todennäköisyyksistä). Toinen osa tutkielmasta on kvantitatiivinen empiirinen tutkimus, joka toteutettiin internet kyselyn muodossa, täydennettynä kyselyn tuloksiin perustuvilla haastatteluilla. Empiirinen tutkimus sisälsi kysymyksiä vastaajien median käytöstä sekä heidän omista kokemuksistaan kampanjoiden suhteen ja kuinka he tällaiset kampanjat kokevat sekä heidän kyvystään tunnistaa epäkaupallisia markkinointi kampanjoita.

Tutkimus paljasti että yhteistä kampanjoille jotka ovat jääneet vastaajien mieleen on se että he ovat kohdanneet ne toistuvasti tai ne ovat aiheista jotka ovat olleet heille jo ennestään tuttuja. Hyvin harva yksittäinen kohtaaminen kampanjan kanssa johtaa pysyvään asennemuutokseen. Tulokset myös osoittivat että ihmiset tunnistavat hyvin milloin kampanjalla on yhteiskunnallinen tai sosiaalinen viesti, mutta useimmiten he eivät tee eroa sen välillä onko kampanja pohjimmiltaan kaupallinen vai epäkaupallinen.

## **ABSTRACT**

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### **Non-commercial marketing campaigns and their effects from the perspective of the audience**

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*Keywords: non-commercial marketing, social marketing, cause-related marketing, marketing, attitude change, society, societal marketing, charity*

The objective of this study is to look into non-commercial marketing from the perspective of the audience and see through an empirical research how they perceive this type of campaigns and are they able to recognise changes in their own attitudes that would have resulted from such campaigns.

The first part of the study is an introduction to non-commercial and social marketing. It presents the relevant theories on non-commercial and social marketing as well as theories on attitude change processes relating to marketing, such as elaboration likelihood model. Second part of the study is a quantitative empirical research conducted in the form of an online survey with two interviews conducted based on the survey. The empirical research contained questions on the media use of the respondents and how they perceive the campaigns in question and also on their ability to recognise non-commercial marketing campaigns.

The research revealed that the campaigns that have remained in the memories of the respondents are often on topics that they have encountered or thought about before and very rarely a single encounter with a campaign can spark a permanent change in attitude or behaviour. The results also showed that people do recognise when a campaign has a social message but most often they do not make a difference between a social marketing campaign and commercial campaign with a social message.

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*liris*

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## 1. INTRODUCTION

Companies, governments, non-profit organizations and humanitarian as well as environmental organizations spend large amounts of money on non-commercial campaigns that aim to change our behaviour or attitudes. Unlike regular commercial marketing campaigns these campaigns do not usually have an easily measurable results or indicators such as increase in sales or in customer amounts but instead their results can be seen in attitude change towards the issue or in change of behaviour.

In work life, the author has often worked in co-operation with non-profits and other organisations on their non-commercial campaigns and other social projects. Often, especially when it comes to attitude change campaigns that do not produce any easily measurable results like sales, money collected or even hits to webpages, it seems that the organisations are at loss when it comes to reporting the results of these campaigns. Some naturally have long time benefits such as decrease in cigarette consumption or lower amount of new HIV cases reported but how to tell if the social marketing campaign had anything to do with the change? Do people even differentiate the social marketing and advertisement campaigns from the regular commercial campaigns? Can the audience recognise if a message they have encountered has affected them in any way? The idea behind this thesis topic is to look into the perspective of the audience to see how they perceive the social marketing campaigns and see what they pay attention to and how they feel like these campaigns are affecting them. With more knowledge on the audiences side, the organisations behind these campaigns can hopefully use that to create more powerful campaigns.



## **1.1 Research gap and objective**

Social marketing is being used increasingly and also the knowledge of social marketing is increasing and deepening all the time though there are still many sides of it unexplored. The relationship between non-commercial and commercial marketing is complex and also still require more studying. (Dibb and Carrigan, 2013) According to Corner and Randall (2011) the field of using social marketing for public engagement is lacking systematic critique. Several authors have studied different social marketing campaigns targeting environmental sustainability and public health campaigns. The use on public campaigns aiming for a attitude change regarding a social sustainability issues has been less researched. Also there appears to be no or very little academic research on what type of non-commercial marketing has been used in campaigns with most positive results when it comes to attitude change campaigns on social issues. In his article on social marketing in environmental context (2011) Philip Kotler pointed out that when it comes to marketing, there is very little research on what factors lead consumers to give more weight to sustainability.

In an article released in 2009, Thøgersen and Crompton discussed the concept of a spillover effect, which basically means small behavioural changes that lead to larger, more significant changes in the long run. Other authors such as Corner and Randall (2011) have questioned the spillover effect theory and pointed out that very little scientific evidence of the effect exist. This research focuses on finding out the audiences side of the campaign and what kind of immediate reactions or changes a social marketing campaign can spark in individuals subjected to the campaign from their perspective.

This thesis is connected to the field of non-commercial marketing campaigns, more specifically in the area of social marketing campaigns used in public social campaigns aiming to attitude change. The goal of the thesis is to look into these non-commercial campaigns to see how they differ from traditional marketing campaigns

and through an empirical research to find out how the audiences perceive this type of campaigns and how they see them affecting their own attitudes.

Based on the preliminary research gap and research objectives the research questions of this work are as follows:

- Main question:
  - Q1: How people (the audience) feel the effect of social marketing campaigns from their own perspective? [Miten ihmiset kokevat sosiaalisten markkinointikampanjoiden vaikuttavan?]
- Sub-questions:
  - Q2: How well does the audience recognise changes in attitudes or behaviour caused by social marketing in themselves? [Kuinka hyvin yleisö tunnistaa markkinoinnin aiheuttamia muutoksia itsessään?]
  - Q3: How the audience perceives the collaborations (eg. cause-related marketing) between brands/companies to affect the messages of social marketing campaigns? [Miten yhteistyö kaupallisten brändien tai yritysten kanssa koetaan vaikuttavan kampanjan viestiin?]

The questions are translated into Finnish in brackets as the empirical research is mainly conducted in Finnish.

## **1.2 Preliminary literature review**

The relationship between social or non-commercial marketing and commercial marketing has been discussed in academic literature since the concept was born. All marketing, regardless whether it is commercial, non-commercial, social, political or something else, aims to influence how people think and behave. Marketing is a process by which individuals or organisations try to attain what they want or need by creating and trading products and value (Kotler et al., 2008). The term social marketing was born in the 1970's. In 1971, Kotler and Zaltman wrote an article where they defined social marketing to be the use of marketing tactics in social action

efforts to be able to reach the wanted audience response in more effective way (Kotler and Zaltman, 1971).

One step further from social marketing is community-based social marketing. It incorporates social marketing with knowledge from psychology (McKenzie-Mohr, 2000). Authors such as Dann (2010) and Peattie and Peattie (2003) have written articles and studies on defining and the differences or commercial and non-commercial marketing. In an article Alan A. Andreasen has written that though many seem to think that through social marketing plenty of severe social issues can be affected, there is a risk that the possible impact will be lacking because of inept use of the tools. (Andreasen, 1994)

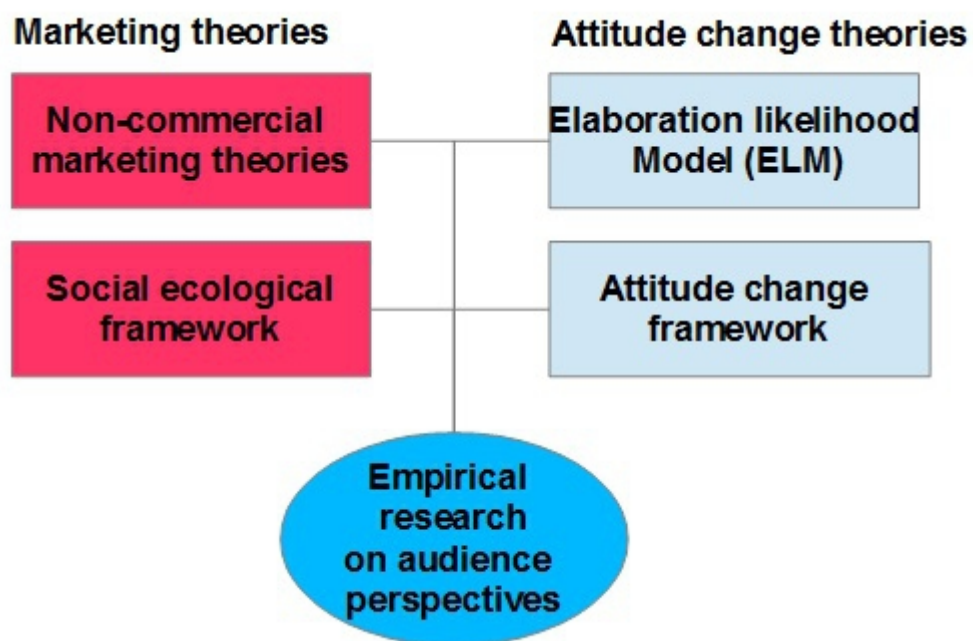
As mentioned, marketing aims to influence its target audience. To persuade people to accept the marketed message, regardless whether it is to buy something or believe something, influence tactics can be used and there are different influence tactics or strategies for different marketing channels (McFarland et al., 2006). To be able to study the influences on non-commercial campaigns, there has to be an understanding of how the attitudes of audiences are affected. One way to this understanding is elaboration likelihood model (ELM), a theory of attitude change which provides a general framework for organizing, categorizing and understanding the basic processes from where the power of persuasive communications originates (Petty and Cacioppo, 1986). Later other authors such as Cho (1999) have studied how the model works in different media like in online marketing.

Attitudes are considered to be connected to specific behaviours, unlike beliefs which are connected to more generic view of the world or values which are the highest level of innate preference. Attitudes stem from people's beliefs regarding certain actions or behaviours and from the values attached to those actions. How the attitudes are formed is usually presented to follow the lines of rational choices. Models such as ELM also highlight the importance of emotions in forming attitudes. (Darnton, 2008)

### 1.3 Theoretical framework

The theoretical framework of this paper consists of non-commercial marketing theories and social ecological framework as marketing theories and elaboration likelihood model (ELM) and attitude change framework as theories. Those are used to analyse the results of the empirical research to seek the audience perspective.

Figure 1: Theoretical framework of the paper



## **1.4 Definitions of key concepts**

### ***Attitude***

Attitude is a long-lasting and stable predisposition to respond to specific things in a specific way. The concept has three aspects: belief (cognitive), feeling (affective) and action (conative). (Statt, 1997)

### ***Cause-related Marketing***

Marketing where a for-profit organization and a non-profit organization co-operate for mutual benefit often involving a commercial brand associating themselves with a non-profit cause. (Kotler and Andreasen, 1996)

### ***Community-based Social Marketing***

A four step social marketing strategy that incorporates social marketing with knowledge from psychology targeting barriers to behaviour. (McKenzie-Mohr, 2000)

### ***Community Engagement (Community Involvement)***

A process of working in collaboration with community groups to address and solve issues that impact the well-being of the groups and the community. (Financial Times Lexicon(a), 2014)

### ***Cognitive Dissonance Theory***

When there is an inconsistency between attitude and behaviour it causes a cognitive dissonance. That is an uncomfortable mental state that often is resolved through attitude change where the attitude changes to accommodate the behaviour. (Wright, 2006) An example of cognitive dissonance would be a person driving a heavily polluting car knowing that it is bad for the environment but internally justifying it to themselves with a lack of scientific evidence.

### ***Elaboration Likelihood Model (ELM)***

A theory of attitude change that provides a general framework for organising, categorising and understanding the basic processes from where the power of persuasive communications originates. (Petty and Cacioppo, 1986)

### ***Influence Tactics***

Influence tactics are used to persuade people to accept a certain message and there are different influence tactics or strategies for different marketing channels. (McFarland et al., 2006)

### ***Marketing Research***

A process through which marketing opportunities and problems can be identified, marketing actions can be evaluated and generated, marketing performance monitored and understanding of marketing process improved. (Kotler et al., 2008)

### ***Non-Commercial Marketing***

Any type of marketing that does not have commercial aims nor aims to gain profits for the marketer.

### ***Social Ecological Framework***

A framework built combining social environment and social marketing. (Collins et al., 2010)

### ***Social Environment***

A set of four structures (microsystem, mesosystem, macrosystem, exosystem) around a developing individual. Originates from ecological paradigm of psychological developmental science. (Collins et al., 2010)

### ***Social Marketing***

The systematic application of marketing techniques and concepts to reach specific behavioural goals relevant to the social good. (Lazer and Kelley, 1973)

### ***Source effect***

The source where the audience member receives the message from affects how the message is interpreted and that way also to the formulation of an attitude and this is called the source effect. (Solomon et al., 2002).

### ***Spillover effect***

A theory that small behavioural changes may lead to larger, more significant changes in the long run. (Thøgersen and Crompton, 2009)

## **1.5 Description of used methods**

This research consists of a theoretical review and an empirical research. The theoretical review is a secondary literature research into the non-commercial and social marketing literature and also presents the theories applicable from social psychology literature handling attitude change. The literature consists mainly of journal articles and research papers on the topic but also books and e-books as well as some online material such as videos and blogs.

The empirical research is done as a primary research. It is a quantitative research where the data collection is executed through an online survey and interviews based on the survey results. The survey will include both multiple-choice and open-ended questions. The multiple-choice questions make the statistical analysis possible and hopefully reveal causalities but open-ended responses are needed to reveal the thoughts of respondents to dig into their perceptions in a way that multiple-choices cannot.

## **1.6 Delimitations**

There are many different types of social and non-commercial marketing campaigns and though the theoretical background of these campaigns is similar, depending on the topic and the target audience, the response to campaigns and how the audience perceives them may vary greatly. For this reason, the results achieved with the empirical research executed for this work may turn out to be not applicable when focusing on a specific kind of campaigns. Secondly, the data might not be vast enough to draw valid conclusions from. Also there is a possibility that no conclusive results can be drawn from the data collected through the survey. In the survey, no examples on marketing campaigns will be given which may give different results than what a similar study with examples and recall aids would.

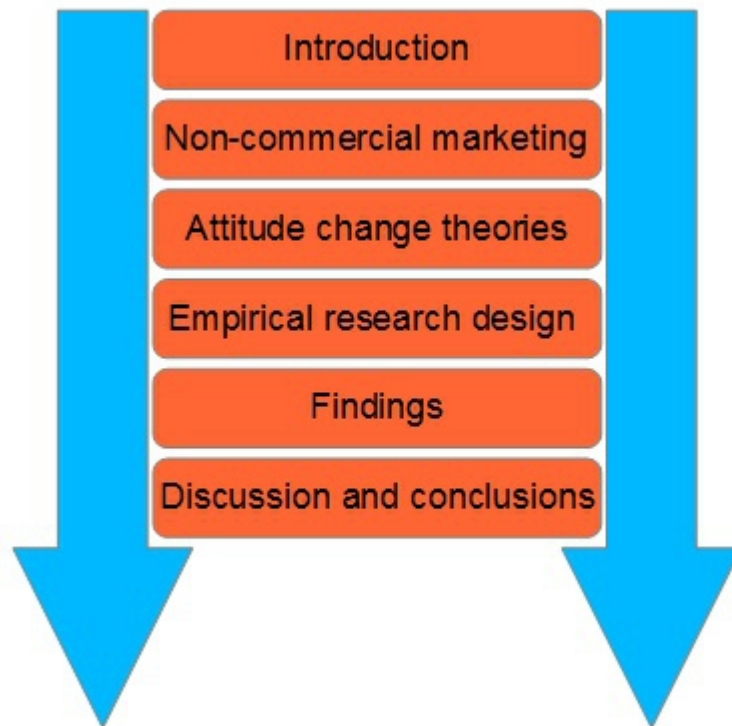
The research will focus on audiences in Finland and the survey part of the research is conducted in Finnish which limits the participants to those who are Finnish-speaking inhabitants. Also the form of online survey may exclude some groups of people who have not the access to internet by choice or necessity. To be able to confirm the results, an international version of the research would need to be done to be able to compare the differences and similarities.

## **1.7 Structure of the research**

In figure 2 is presented the structure of this research. It consists of introduction, theoretical section, empirical research and discussion part. First in the introduction, there is an overview on the research topic in the form of a preliminary literature review as well as a presentation of the research objectives and questions.



Figure 2: Structure of the research



The theoretical part in chapter 2 presents the key theories regarding this research in non-commercial marketing such as social marketing and social ecological framework. It also presents the elaboration likelihood model and attitude change framework which are attitude change theories that are used to analyse the findings of the empirical research. These are all based on literature and secondary research completed for this study.

Chapters 3 and 4 contain the empirical research, its methodology and findings. First starting with presentation of the research plan and methods with discussion on limitations and validity. That is then followed by the results of the research, first opening the results of the survey and interviews conducted and then analysing and discussing those results.

## **2. THEORETICAL POINTS OF DEPARTURE**

### **2.1 Non-commercial marketing theories**

Non-commercial marketing is a collective term for all types of marketing strategies that aim for an attitude or behaviour change but do not have direct commercial aims. Social marketing, community-based social marketing, cause-related marketing and demarketing are examples of marketing strategies that can be considered non-commercial marketing.

In his article on environmentally sustainable marketing from 2011, Philip Kotler predicts that from marketing point of view there will be two dominating perspectives when it comes to the campaigning for the better future, especially environmentally. First is demarketing and second social marketing. Demarketing is using the four P's of marketing to decrease use or reduce certain behaviour whereas social marketing is using these same tools to increase positive behaviour. (Kotler, 2011)

#### **2.2.1 Social Marketing**

Social marketing is rather a framework for designing change programs than a program in itself because it provides a method of maximising the success of a project (Corner and Randall, 2011). Social marketing is good for targeting behaviour, not only attitudes and beliefs and according to Peattie and Peattie (2009), due to that it can produce measurable benefits, especially in the context of environmental campaigns. Andreasen (1994) has pointed out that even though most social marketing campaigns try to influence behaviour, it is not always necessary but becomes problematic if the target is to change attitudes without aiming for a certain behaviour change.

Social marketing is similar to commercial marketing in that it seeks to understand the target audience, competition and the marketing context. (Peattie and Peattie, 2009)

The 4P's of marketing are often used also in planning social marketing but it also has its own version of the traditional 4P's marketing mix. Peattie and Peattie (2009) wrote in their article about the social marketing mix especially in relation of anti-consumption attitude change campaigns. According to them, instead of product, price, place and promotion it consists of propositions, accessibility, costs of involvement and social communication (Peattie and Peattie, 2009). Propositions refer to the messages that the campaign tries to get through, such as "Recycling is good for the environment" or "Quit smoking, live longer". Accessibility means the accessibility to the resources needed to take up the proposition such as access to recycling points or bicycles instead of cars. Costs of involvement is rather the time and effort needed to adapt to the new behaviour though it can also involve some financial costs such as purchasements of required equipment or increase in expenses when changing the products used such as switching to more expensive organic foods. Social communication is a two-way communication between the target group and the marketers that is often also an aim in commercial campaigns. (Peattie and Peattie, 2009)

Social marketing should not be confused with societal marketing. Societal marketing is closer to corporate social responsibility than non-commercial marketing though it does contain elements that are non-economic and aims to social improvements. However the main aim for societal marketing is to improve corporate profitability even if it is done through methods that benefit the community or the surrounding society. (Takas, 1974) Especially in non-academic business and marketing literature the term "social marketing" is also often used to mean "social media marketing" though in academic literature the two terms are not related.

According to Thomas et al. (2012) there are two main approaches used in social marketing, upstream and downstream social marketing. In downstream campaigns social marketing techniques are used to influence the target audience away from the harmful behaviour. The two main challenges recognised for downstream social marketing are recognizing the barriers that stop people from improving their

undesirable behaviour and identifying and communicating the benefits of the desired behaviour. In upstream social marketing the influencing attempts are addressed towards policy makers, organisations and other groups that can target the problems on a higher level through policies and regulations. In downstream social marketing the results of the campaigns depend on how well the target groups is reached and voluntarily change their behaviour but through upstream social marketing also involuntary changes can be accomplished e.g. by changes in legislation to prevent from harmful behaviour.

### 2.1.2 Community-based Social Marketing

Community-based social marketing is an alternative to more traditional information-intensive social marketing campaigns. Community-based social marketing has four steps. First the barriers to wanted behaviour need to be identified and then a marketing program is designed according to the selected behaviour. After that the program is piloted and implemented after evaluation. (McKenzie-Mohr, 2000) However, it has been found out that research to identify the barriers is often skipped over because it takes time and but at the same time, not doing it can decrease the success of the campaign (McKenzie-Mohr, 2000).

### 2.1.3 Demarketing

As mentioned, demarketing uses the four P's of marketing to decrease use or reduce certain behaviour (Kotler, 2011). Some authors such as Kotler (2011) separate social marketing and demarketing as two different non-commercial strategies and some such as Peattie and Peattie (2009) consider demarketing as one form or a part of social marketing.

#### 2.1.4 Examples of different campaign types

To clarify the differences between the different types of non-commercial marketing strategies, here are some examples. First of all, the social marketing campaigns, which are possibly the easiest to recognise in the wild. These are campaigns by non-commercial organisations or entities such as government. Recently there have been a few larger TV and outdoor campaigns, for example the loneliness of the elderly by Helsinki Missio that raised a lot of discussion in the media and will be discussed more later on. Another form of social marketing that people at least in larger cities come across often are face-to-face fundraisers or “chugges” that stop people on the streets to tell more about their organisations and to convert them into supporting their cause. Demarketing is the same as social marketing when it comes to contents and execution of the campaigns but the target is always to decrease the use of a product or an unwanted behaviour for example decreasing the use of coal-based fuels in heating homes or decreasing the purchasing fashion items made of genuine fur.

Community-based social marketing is very similar to social marketing but instead of giving out information, it is designed to target an unwanted behaviour within a community or using the community. The scale of community-based social marketing can vary from very local to nationwide. An example of a smaller scale community-based social marketing campaign could be a campaign to reduce foodwaste at a school cafeteria by encouraging students to only take what they can eat, informing them on how much waste is currently accumulating and what environmental effects that has, measuring the waste and monitoring the amount during the campaign and keeping the students informed on their progress.

There are also the two forms of social themed marketing strategies mentioned before that are usually commercial but have similar elements to social marketing. Firstly there is cause-related marketing campaigns such as pink-ribbon products to

increase awareness on breast cancer. There the brand sells a theme product that does carry social message but there is still a commercial mean for the brand eventhough the cause benefits from the co-operations. Cause-related campaigns can also be purely informative such as the recurring campaigns in Finland by Alko that aim to prevent adults dealing alcohol to minors or avoiding drinking exsessivley in the presence of children. Alko is a fully commercial entity but they campaign for these social causes that are thightly connected to their products together with different organisations such as the Mannerheim League for Child Welfare and A-Clinic Foundation. Secondly there is societal marketing. As mentioned before, it has the social message but the aim in the campaign is purely commercial even if the by-product happens to be benefiting the society around them. A very well recongnised example of such campaign would be the Dove's "Real Beauty" campaign that has been going on for more than a decade.

#### 2.1.5 Social Ecological Framework

In 2010 Collins et al. presented a social ecological framework that integrated social marketing communications to social environmental model (Collins et al., 2010). Social environmental model has four levels that circle the individual: macrosystem, exosystem, mesosystem and microsystem. With the framework they aim to show the synergy between the different levels and enable the use of this understanding in social marketing (Collins et al., 2010). With the framework they want to promote better analysis of the target group within the social environmental levels and by doing that gain better results in social marketing campaigns (Collins et al., 2010).

Table 1: Social Ecological Framework for marketing design (adapted from Collins et al., 2010, p.1183)

Level	Information sought	Research methods
Macrosystem	Beliefs, knowledge, customs, lifestyles etc. of society	Review of appropriate sociological and cultural literature - Observation, engagement of target population,
Exosystem	Forces in social system: economic factors, media, government etc.	Analysis of local population – Interviews of appropriate officials or community members
Mesosystem	Links and processes containing the person: local environment, schools, neighbourhood	Interviews of appropriate officials or community members
Microsystem	Activities, social roles and interpersonal relationships: friendships, informal acquaintances etc.	Observation, engagement of target group
Individual	Knowledge, attitudes, motivations, habits, beliefs of individual	Observation, engagement of target group

## 2.2 Criticism towards social marketing

Authors such as Wymer (2011) have been criticising social marketing for relying too much on commercial marketing tactics. Wymer also criticises social marketing of concentrating too much on the behaviour of individuals instead of the upstream causes of the social problems the marketing tries to tackle (2011). The upstream causes of the problems stem from the environment and are something that the individual cannot change alone. According to Wymer (2011) the marketers see the causes of the social problems through the framework of their own field which can lead to a distortion in the causal perspective. When the causal perspective is not in line with the actual problem it can cause the campaign to fail. Social marketing has also been said to lack a proper theory and instead to be more a philosophy based on previous experiences of social marketing campaigns (National Social Marketing Centre, 2006).

It has been proposed that even though social marketing has been a successful method in creating specific behavioural changes, there are limitations to it. Corner and Randall (2011) have noted that especially when it comes to using social marketing for environmental campaigns aiming for policy changes or behavioural actions with large impact on climate change the limitations are prominent. This might be due to the distortion in the causal perspective or because of concentration too much on the behaviour of individuals who cannot directly affect the higher level decision-making needed to get the wanted results (Wymer, 2011).

Social marketing campaigns are usually based on the current existing preferences, values and beliefs of the audience. However, this can cause a problem when the marketed idea in essence is against the beliefs or values of the target group (Corner and Randall, 2011). One often used example is contraception campaigns in communities where religion prohibits using any kind of birth control methods. When it comes to environmental social marketing campaigns, similar problems have been detected and the campaigns have been counterproductive (for example Platt and Retallack, 2009). However as Corner and Randall (2009) have pointed out, so far this type of problem has not been detected when it comes to healthy behaviour campaigns. There is no prior research evidence to be found how this type of social issues that are the target of campaigns in this particular research are received among larger audiences.



## **2.3 Attitude change theories**

Person's attitudes are formed of three parts; what they think about the topic, how they feel about it and their intention of acting on or towards it (Statt, 1997). These parts are called cognitive, affective and conative components. Forming an attitude requires learning which can happen through behavioural approach, such as conditioning, or cognitive approach, such as memory and information processing (Statt, 1997). Attitudes can stem from various sources, most common being family, peers and direct experience (Statt, 1997). According to Wright (2006) the basic behavioural attitudes such as dietary, sleep schedule and other attitudes relating to basic daily functions often originate from the family. As people grow up, the outside influences like school and media start to interfere with our attitudes. Overlaying the whole process of attitude forming there are social influences like national, cultural and tribal influences. People often are not aware of the strength of their attitudes and the older people get, the more there is resistance towards attitude change, especially on the attitudes that have been learned early in life. (Wright, 2006)

Theories relating to attitude forming also relate to changing attitudes but there are also other factors involved in the change such as exposure, persuasive communications and cognitive dissonance (Statt, 1997) Attitude can affect behaviour and vice versa. It can also be a combination of the two. A prolonged behaviour or a habit can start to build positive emotions towards a brand or a cause and others connecting. (Wright, 2006)

### **2.3.1 Elaboration Likelihood Model**

As mentioned before, to understand how people react to non-commercial attitude change campaigns, it has to be understood how the attitudes of the audiences are affected. Elaboration likelihood model provides a framework for organising, categorising and understanding the basic processes from where the power of persuasive communications originates (Petty and Cacioppo, 1986). According to

Petty and Cacioppo (1984, p.673) many combined factors from the social environment affect people's motivation and ability to evaluate arguments for and against offered messages or recommendations. When the conditions further the motivation and ability to relevant thinking, the elaboration likelihood is considered high (see Figure 1) (Petty and Cacioppo, 1984, p.673). When the elaboration likelihood is high, people are more likely to be interested in the marketed issue, spend time evaluating it and end up supporting it. Elaboration likelihood model has two routes, central route for high-involvement processing or high elaboration and peripheral route for the low-involvement processing or low elaboration (Solomon et al., 2002, p.179-180). Figure 3 presents the two routes from communication to the change. The source of the message, contents of it and the channel it is communicated through all affect what route of processing the audience member chooses (Solomon et al., 2002, p.180).

Figure 3: Marketing mediation of ELM (adapted from: Petty and Cacioppo, 1984, pp.673-674)

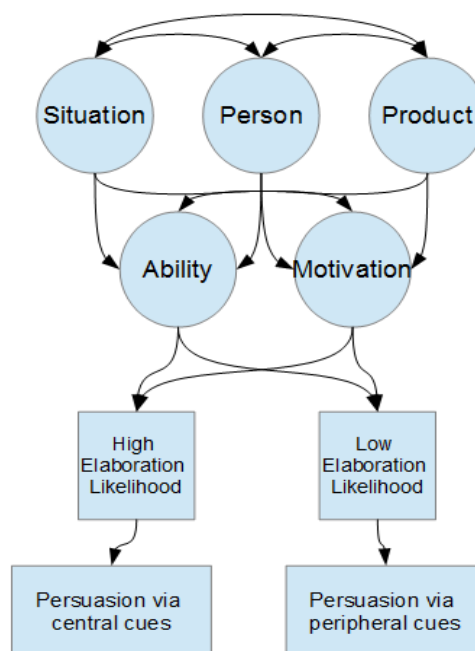


Figure 4: The elaboration likelihood model of persuasion (Solomon et al., 2002, p.180: adapted from Consumer Behavior, 2<sup>nd</sup> edition by John C. Mowen)

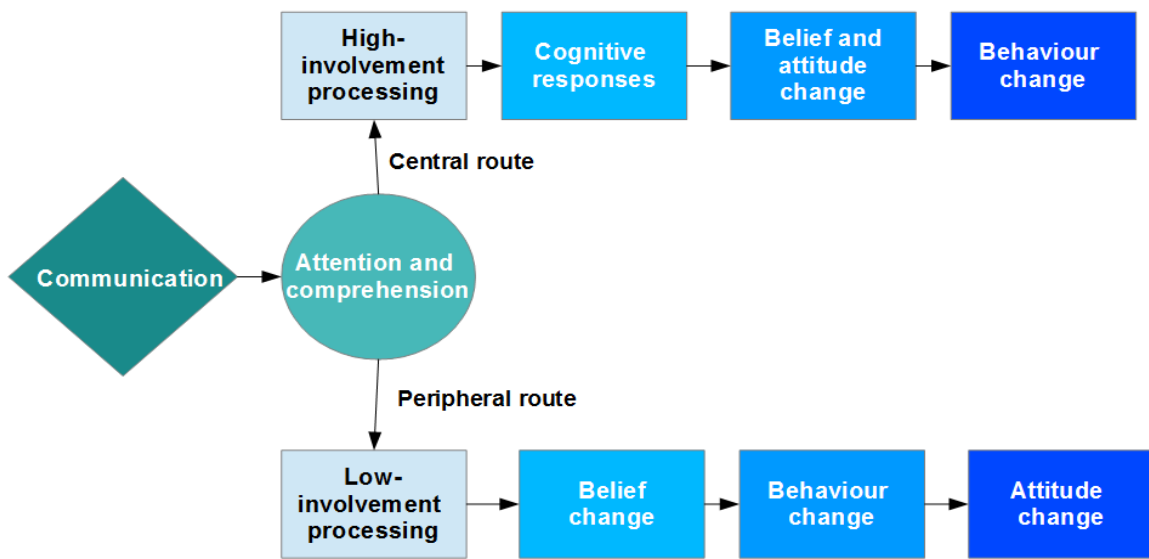
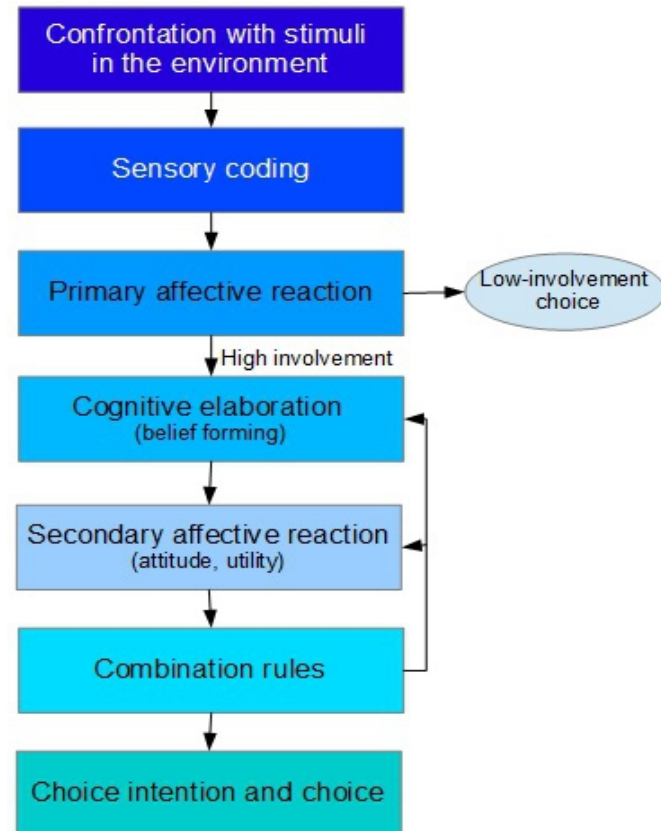


Figure 5: A general information-processing model. (van Raaij, 1986, p.84: adapted from Handbook of behavioral economics, volume A, 1986)



A cognitive reaction and elaboration usually precede an affective reaction. When coming in contact with a stimulus, e.g. an advertisement or a piece of information, it is subconsciously evaluated and a primary affective reaction forms. It determines whether the stimulus is interesting or important and if more information should be gathered. If it is so, a cognitive elaboration follows and unlike the first reaction, it is not neutral but based on the emotions created by the previous first reaction. During the cognitive elaboration a belief is formed which leads to an attitude towards the original source of the stimulus. During the later cognitive elaboration the original impression may be altered or refined but often it serves as a justification of the primary reaction and thus basically remains unchanged. When the primary affective reaction is positive, it will more likely lead to more favourable decision-making process. This is why the first impression that an advertisement, packaging, article or the person presenting matters. (Van Raaij, 1986)

When it comes to messages that reflect the audience's beliefs and values, the main purpose for them to process it is to reinforce their existing belief system. (Dillard and Pfau, 2002) This is especially noteworthy when looking into ELM in social marketing context. Also it has been studied that if the person encountering the message already has a lot of knowledge on the topic, they are more likely to demonstrate a higher level of elaboration than those who are new to the subject. (Dillard and Pfau, 2002)

### 2.3.2 Spillover effect

As mentioned before, in an article released in 2009, Thøgersen and Crompton discussed the concept of a spillover effect, which means small behavioural changes that lead to more significant changes over a longer time period. Other authors such as Corner and Randall (2011) have questioned the spillover effect theory and pointed out that very little scientific evidence of the effect exists. The idea of spillover is meaningful to social marketing as most social marketing campaigns seek

permanent change in attitudes and behaviour that take time. When the results cannot be measured easily or instantly, it has to be considered that small changes and pushes over a long period of time can cause a spillover effect that will eventually lead to the change even though it cannot be anymore traced back to a one single event or campaign.

### 2.3.3 Attitude change framework

Attitude change framework is one way of generating messages in non-profit context. The framework requires carrying out a formative research on the wanted target audience and finding out how they perceive the suggested behaviour or way of thinking. (Kotler and Andreasen, 1996) According to Kotler and Andreasen, attitudes can be changed in three ways: changing the importance of a consequence or consequences, changing beliefs about them by using dissonance theory or assimilation/contrast theory or adding new positive ones. (1996)

Andreasen and Kotler (2008) consider the target of nonprofit and social marketing campaigns to be causing an attitude or behaviour change in the target audience and in this context the decision is of highly complex nature. It means that it happens over time as the target needs time to consider the change before actualizing it. Andreasen and Kotler (2008) present this process with a four-step stage model that they have created based on a former model by Prochaska and DiClemente (Figure 6).

Figure 6: Highly Complex Decisions – Stages of Changes. Andreasen and Kotler, 2008, pp.97-99



First step is precontemplation, that occurs before or during the marketing campaign, where the target audience is not aware of the marketed attitude or behaviour yet or they might be aware of it but do not feel that it applies to them. The second step, contemplation, is going on during and right after the active campaigning. When contemplating, the target audience is considering the attitude or behaviour and weighing its positive and negative aspects. When the campaign gains momentum the third step of preparation and action kicks in. In that stage the audience has done their thinking and have already taken the first actions towards the change or need just the final push to take it. The fourth stage is maintenance which is required to remind the target audience to keep on with the change or keep repeating the wanted behaviour.

#### 2.3.4 Multi-attribute attitude models

Different multi-attribute attitude models have been developed since the 1970's. With these models researchers try to understand the construction of attitudes and the complexity of them. These models mainly focus on the cognitive components of attitudes towards a product or service and the strength of these attitudes. (Statt, 1997) Basic multi-attribute attitude models have three basic elements; attributes which are characteristics of attitudes, beliefs connected to the attitudes and importance weights which are relative priorities of attributes (Solomon et al., 2002). Single-attribute models also exist but they are more limited and focus on person's feelings towards the studied target (Statt, 1997). Multi-attribute models can be used when creating a strategy for changing attitudes especially on products or causes where people have some involvement or are consciously trying to choose the best option (Statt, 1997) Then the focus is on changing belief or evaluations or both. Use of multi-attribute models in consumer research has been criticized because attitude towards something is not a reliable predictor for behaviour (Solomon et al., 2002) but when focusing solely on attitudes, this problem is not significant.

### 2.3.5 Source effect

The source where the audience member receives the message from affects how the message is interpreted and that way also to the formulation of an attitude (Solomon et al., 2002). The same message given through a different medium, by different people or in a different context is received differently and can result to very different outcomes when it comes to attitudes. This is called a source effect. Source of the message can have a huge influence on how the message is accepted. Sources that are seen as positive tend to increase attitude change and at the same time the one seen negative can cause an opposite reaction. Sources have two main characteristics, credibility and attractiveness (Solomon et al., 2002). For each campaign it has to be determined which characteristic is to be emphasized. Solomon et al. (2002) note that choosing the characteristic depends on whether the attitude that the marketer wants to change has a higher performance risk or social risk. Performance risk is more connected to utilitarian products such as technology or products or services with a clear practical function whereas social risk is more connected to products or services that affect how people see each other or their image. Source credibility stems from how the receiver of the message sees the communicator, how reliable and competent they consider the communicator to be and how much information they gain (Solomon et al., 2002). Source attractiveness again is related to the perceived social value and can come from the appearance of the communicator, the personality, social status or similarity to the receiver (Solomon et al., 2002).

Related to the source effect is a process called sleeper effect. Over time people tend to forget the original sources of the messages, especially if they have perceived them less positive. Regardless of that their initial reaction to the message source was negative, as time goes by they change their attitude (Solomon et al., 2002). When it comes to evaluating the triggers of attitude change or the results of attitude change campaigns, the sleeper effect makes it more complicated as it becomes even more difficult to determine what factors have contributed to the attitude change.

When looking at the attitude change achieved through marketing campaigns, we also have to take note on the social influence as a source. There are two basic categories of social influence: information and peer pressure (Thaler and Sunstein, 2009). By observing other people's actions and how they think, one receives information that can be used to deduct what could be the most suitable way for them to act or think or if the opinion of others' is important then they are more likely to follow their example to either seek favour or to blend in the crowd.

In the book "Social Marketing" (1989) Kotler and Roberto present the four reasons why campaigns trying to convey information, such as social marketing campaigns, tend to fail. They were originally introduced by Hyman and Sheatsley in 1947. According to them there are always "chronic know-nothings" who cannot be reached by campaigns and individual's response is connected to audience's interest which means that people tend to follow the heard and campaigns with already a larger audience gets even bigger audience and vice versa. Also, having similar attitudes before being exposed to the campaign increases the receptiveness to the new information and person's values and beliefs affect the way information is interpreted which makes people respond differently to same information. (Kotler and Roberto, 1989)

### 2.3.6 Adoption and commitment

In his paper released in 2006, Wright has divided the purposes why people adopt attitudes into four categories. First of all, there are attitudes that serve a function in life that are closely connected to the ways of behaviour. These attitudes are of utilitarian purpose and they usually are adopted very early in life and are being developed throughout life because of their function. (Wright, 2006) Second category is value-expressive purpose that originates from home and up-bringing and they change as people grow as individuals. These attitudes are adopted because they fit into the idea of how people see themselves and how they want to be in the future.



(Wright, 2006)

Next category of attitudes are those of ego defensive function that are built to protect self-esteem against external threats such as criticism and also negative internal impulses which are actions that people do to compensate feeling inferior to others. (Wright, 2006) Lastly there are attitudes with a knowledge function that develop through learning and gaining experience. With that acquired knowledge a frame of reference is built to help understand everyday events and to adapt to them. (Wright, 2006)

In the same paper from 2006 Wright also went through the four levels of commitment to an attitude (Wright, 2006):

1. How it fits with identity and centrally held values and norms
2. How deeply entrenched and internalised the attitude is
3. The length of time the attitude had been held
4. The ability to analyse and think things through

From a slightly different perspective, Solomon et al. (2002) have categorised three levels of internalisation of attitudes that resemble the Wright's four levels. The first level of Solomon et al.'s involvement is the lightest, compliance, which is superficial and can be changed. Compliance is more a preference that can be given up if the situation suits another option better. On the next level is identification where the attitudes are originally formed to conform to a group or another individual. An example of identification would be purchasing things that a role model of some level (parent, celebrity, close friend) uses. This is what most advertisements try to appeal to. On the highest level there is internalisation where the attitude becomes a deep-seated part of their value system. This is what social marketing campaigns want to target as they are long-lasting but existing internalised attitudes are the most difficult to change. (Solomon et al., 2002)

### **3. EMPIRICAL RESEARCH**

#### **3.1. Research methodology and data collection plan**

##### 3.1.1 Research and methodology

In his article on social marketing in environmental context (2011) Philip Kotler pointed out that when it comes to marketing, there is very little research on what factors lead consumers to give more weight to sustainability. In an article released in 2009, Thøgersen and Crompton discussed the concept of a spillover effect, which basically means small behavioural changes that lead to larger, more significant changes in the long run. Other authors such as Corner and Randall (2011) have questioned the spillover effect theory and pointed out that very little scientific evidence of the effect exist. This issue is too large to tackle within one empirical research but deriving from these previously detected problems, this research focuses on the changes and what kind of immediate reaction or changes a social marketing campaign can spark in individuals subjected to the campaign and especially how the audience members perceive them.

The empirical research for this thesis will be of quantitative nature. Quantitative research is the best option for this study as it enables approaching a larger number of respondents and makes statistical analysis applicable. (Shiu and co, 2009) In addition to the survey, to gain more indepth knowledge on the topic, also 2 interviews will be conducted.

##### 3.1.2 Data collection

The empirical research is mainly quantitative in nature and all of the respondents eligible to reply the survey will independently answer the same pre-structured survey constructed by the author specifically for this research. The research will be of causal design. Causal research design is most applicable when the research aim is

to understand what indicators or variables are causing the behaviour that is of interest. In causal research the data is collected to find cause-effect relationships between different variables. (Shiu and co, 2009, p.62) However, if the number of replies is too low, the analysis will be more of descriptive nature as drawing causalities may not be possible.

The survey is executed through Google Forms which is an online questionnaire application. The survey is in Finnish and it will be available online for 7 days. Respondents for the survey are not pre-selected. The form will be available freely online and promoted through social media (Facebook, Twitter, Instagram). The amount of all those who are directly or indirectly exposed to the survey cannot be estimated. Since the survey is an open online survey a specific target group cannot be determined and exact response rate cannot be calculated.

Questionnaire design includes both close-ended multiple choice questions as well as open-ended questions. The survey begins with a series of questions on the demographics and background of the respondent. These are all in the form of multiple choice questions. The research specific questions in the second part consist of both types of questions. The structure is planned so that there is first a close-ended 'yes or no' question, followed by open-ended questions if the response was affirmative to get more information on the respondents thoughts and experiences. If they respond 'no', the questionnaire moves them to next close-ended question.

The interviews are based on the survey and the preliminary results of the survey. The interview question design is similar to the survey when it comes to the flow of the questions but more prompts the interviewees to talk about their experiences with marketing campaigns with social messages.

### 3.1.3 Survey method – benefits, limitations and validity

The empirical research is quantitative in nature and all of the respondents eligible to reply the survey will independently answer the same pre-structured survey

constructed by the author specifically for this research. The survey will be in Finnish. The research is conducted using convenience sampling in the form of an online survey. Through an online survey it is also possible to protect the anonymity of respondents. Convenience sampling is a type of non-probability sampling designs and a non-representative method. The problem with convenience sampling is that it cannot be verified if the respondents represent the intended target group. (Shiu and co, 2009, p.480) However, in this case convenience sampling is the most suitable sampling method as the target group is not strictly outlined and the aim is to have as many responses as possible during the given timeframe. If the number of responses is low, the analysis will lean more on descriptive side because drawing causalities from a small amount may not be possible.

There are some larger limitations on this research and most prominent of those are possible sampling errors. When it comes to the nature of the sample there are a few limitations starting with the limited target group and if the sample collected from that group is not large enough, it may distort the results. The survey is conducted online so there is no way to monitor that the survey spreads to different demographics evenly and that responses from all demographics are received even if it is sent and pushed towards certain groups. Also the place where the research is conducted may cause distortion as it is possible that as the participants are not picked but can choose to respond freely, they belong to a too narrow demographic. Also conducting the survey online, may distort the demographic towards younger generations as they are more active internet users. In addition, the profession of the respondents were not asked in the survey nor were the people with marketing training excluded from the respondents. As the sample group is not predetermined, the possibility of non-response errors is small but response errors are more likely. Response errors where individual participants either misunderstand questions or deliberately falsify their answers are possible and cannot be verified as the survey responses are anonymous. (Shiu and co, 2009)

Validity of the research means the extent of how well it represents the truth. The validity of a research can be internal, external or construct validity. In this case the research is of a causal design and the internal validity of the research is essentially connected to causality since the internal validity represents the accuracy of causal relationships revealed in the research. (Shiu and co, 2009) The external validity of the research means how well the research findings represent the whole population or how well they apply across different populations other than the one they were made in. (Shiu and co, 2009)

With only one research survey localised in Finland, the results cannot be generalised and only estimates can be made on if the results would be transferrable across different populations, and further studies would be needed to verify the representativeness of the findings. The third form of validity, the construct validity is the extent of accuracy of how well the variables investigated have been identified and their relationships estimated before making any hypothesis. This is especially important when using a causal research design. (Shiu and co, 2009)

No recall aids, such as example campaigns, were used in the survey nor in the interview to avoid guiding the participants towards certain types of campaigns. Using aided recall technique it is possible to guide the participant and facilitate their memories by asking the questions in such series that the cues in the questions trigger participants memories. (Lavrakas, 2008) This could be used to guide the participants to stay within certain framework. In this case it was not used but it may affect the results if the responses are too scattered and no cohesive responses can be gathered.

### **3.2 Ethical consideration**

The survey respondents will be informed what the collected information is used for and who are the bodies accessing and using the information. While the survey is being conducted, the respondents will be given the option to choose not to answer the survey, and also retreat from answering. All responses will be collected anonymously through an online survey tool and no tracking data or any contact informations will be collected to ensure the full anonymity of the respondents.

The two interviewees will be selected from the people who have expressed their interest in participating in the research interview. The interviews are recorded but if the interviewees so wish, their names will be excluded from the data, with only basic statistical information on them put on the record. The interviewees have a right to decline to answer and retreat from the interview. They also have the right to see the transcribed interviews if they wish to.

### **3.3 Reliability of the results**

The reliability of the research results depend on the transferability of the results across polulations and time. The methods used to conduct the research can be considered reliable when the procedures and actions can be replicated with similar results (Shiu and co, 2009). In Finland similar researches have not yet been made so to obtain comparable data, further research should be made.

## 4. RESEARCH FINDINGS

### 4.1 Survey results

#### 4.1.1. Sample

The survey was responded by 30 people. As predicted, there are some biases or distortions in the sample which make the results untransferrable across populations without further research. 86,7 percent of the participants were women and 10 percent men. One individual either did not want to answer or defines themselves as something else. 73,3 percent of the respondents are between 25 and 35 years old in age. 6,7 percent are under 25 years, 6,6 percent between 46 and 55 years and 3,3 percent are over 60 years old. 93,3 percent of the respondents are from Uusimaa region and 3,3 percent from both Kymenlaakso and Varsinais-Suomi which are the neighbouring areas of Uusimaa in Southern Finland. All respondents are Finnish speaking by their native language. 43,3 percent of those who answered say they live alone. Half of all the respondents live with a spouse and 13,3 percent of them have at least one child. There were no single parents. 6,7 percent have some other living arrangement such as with a roommate or a relative.

Figure 7: Ratio of sexes among respondents

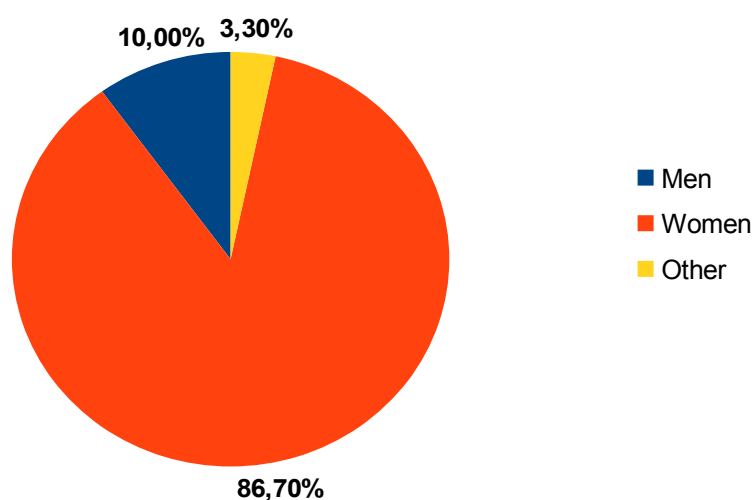
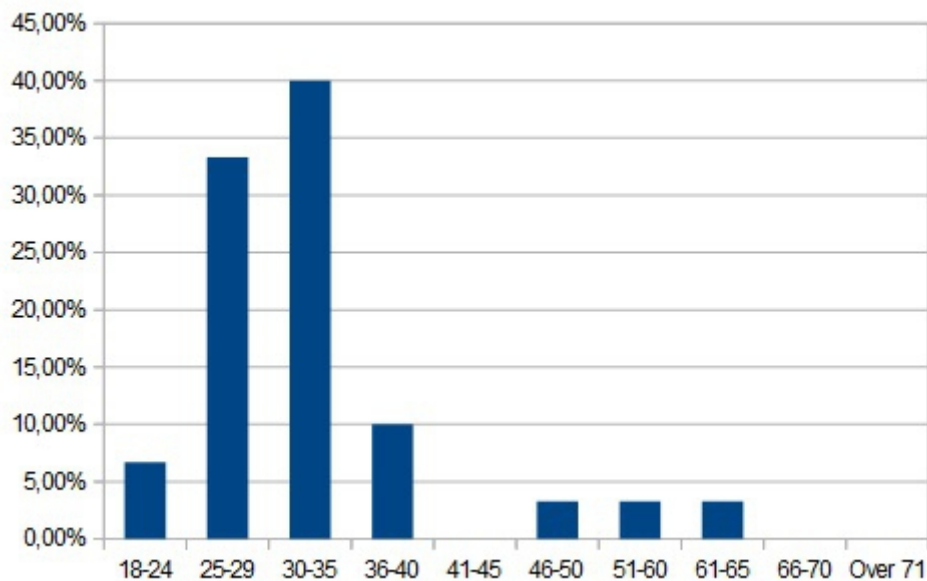


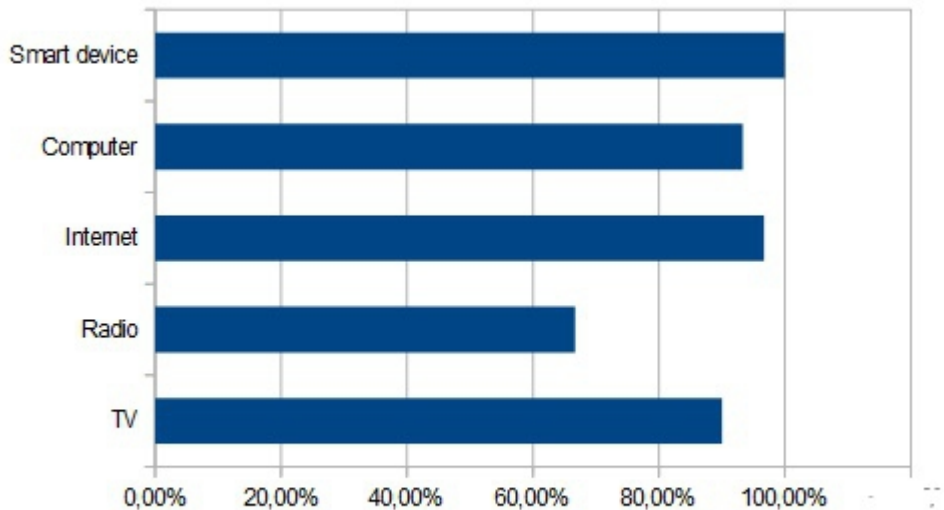
Figure 8: The age division of respondents



In addition to the personal background details, also questions about media and technical equipment used to access different medias and entertainment were asked as a part of the preliminary questions, especially at home environment. 96,7 percent of those who answered have an internet connection in their use at home. 93,3 percent have a computer (either a desktop or a laptop) and all 100 percent have a mobile device, either a smart phone, a tablet or both in their use. 90 percent have a television at home and slightly less, 66,7 percent, have a radio. There is more dispersion when asked about what different media the respondents purchase themselves or someone else purchases for their use on a regular basis (figure 9).



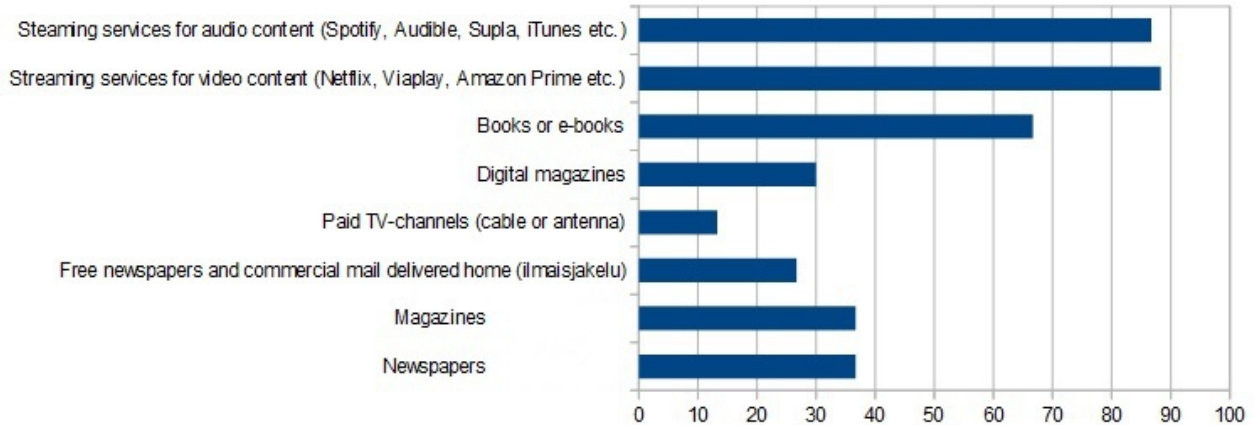
Figure 9: Devices owned/in regular use of the respondents



When asked what types of media products or services people subscribe to or regularly purchase for private consumption there is more division (Figure 10). There is a trend that streaming services are clearly above other options when it comes to purchasing habits with over 80 percent of respondents using either audio or video streaming services or both. On the couterside of that, the purchasing of traditional paid TV-channels (e.g. Cable TV) is not very popular with only 13,3 percent.

Books, in both traditional paper form and electronic versions, are also still among the more popular purchases with 66,7 percent. Newspapers and magazines, form not defined, gathered 36,7 percent and digital magazines and other digital journalistic content just behind them with 30 percent. Nearly as many, 26,7 percent, receive free newspapers and commercial mail which in Finland can be declined from receiving.

Figure 10: Types of media products or services the respondents subscribe to or regularly purchase for private consumption



#### 4.1.2 Survey results on social marketing

In the survey, the respondents were asked if they remember ever encountering a marketing or advertising campaign with a social message. 80 percent of the respondents replied that they have encountered such campaign. To find out what the respondents consider as a social marketing campaign they were asked to write down what was the campaign about or if they can name several, what is the most recent. 24 answers were given and 19 different campaigns mentioned. 13 responses were "pure" social marketing campaigns in the actual meaning of the term. That is 54 percent of those who had earlier replied that they have encountered a social marketing campaign. Four of the campaigns were to collect donations towards a cause (breast cancer research and three different development cooperation projects). One cause-related marketing campaign on not buying alcohol to minors appeared twice in the results.

Of the responses, two were by companies and had a social ideology in them but technically do not fill the requirements of a social marketing campaigns as the sole purpose of those campaigns is to gain new customers to their products. These two

societal campaigns mentioned are attitudinal change campaigns that have social connotations but are actually traditional marketing campaigns by associations forwarding the agenda of their member organisations.

Only one response did not have any actual social connection to which may mean that the person does not actually recognise a social campaign from traditional advertisement campaign. However, without interviewing the respondent it is not possible to confirm if that is the case or if the person just did not understand the question.

When asked how the campaign mentioned in the previous question made the respondent feel, 79,1 percent mentioned an emotion (anger, worry, compassion, amusement) that the campaign had made them feel but only 12,5 percent mentioned a clear want or need to do something about the matter in question. 20,8 percent mentioned feeling neutral or indifferent after seeing the campaign. Only five respondents (20,8 percent) heard about the matter in question first time from the campaign and others were familiar with the topic however for some the campaign was affirming on their want to act on the matter.

The respondents were asked separately if any marketing campaign ever (the same as mentioned before or a different one) have made them think differently on a social issue and 60 percent denied having been influenced by any campaign in this way. Of the 40 percent (12 responses) that said to have been influenced by a campaign, ten named an actual social marketing campaign, one named a brand and one was not able to give a specific answer. When asked if this change in their way of thinking was a permanent one, 58,3 percent gave an affirmative answer. 16,7 percent of these people who had been influenced by the campaign were new to the matter when they encountered the campaign meaning that most of the people who were influenced had already had some connection to the matter beforehand and most likely had some preconception on the issue even though they had not recognised any change on their attitude or behaviour before.

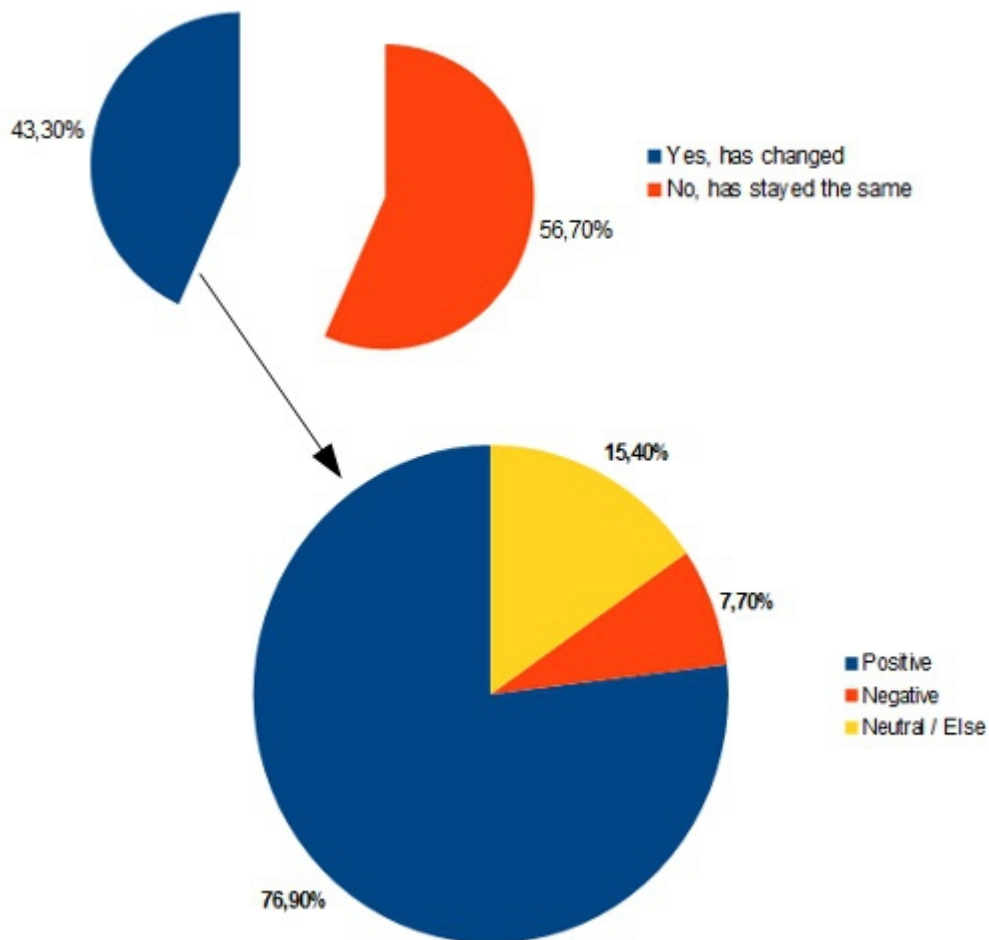
When directly asked if the respondent thought that they can recognise a social marketing campaign if they saw one, 90 percent said yes. When comparing this to the responses of the first two questions, the results are similar but it would seem that not all who consider themselves to be able to recognise such campaign, actually can separate them from traditional marketing campaigns. However, as the survey did not include any examples or wider explanations what was meant with campaigns with social aims to avoid leading the respondents, no definitive conclusions can be made as the difference can be just because of interpretation of wording in question.

The next group of questions was connected cause-related marketing. Some responses already in the earlier questions mentioned cause-related campaigns. The respondents were asked if they recall ever seeing a marketing or advertising campaign where a company or a brand either alone or together with a social cause movement, association or a non-governmental organisation campaigned towards a social cause. 70 percent said they have seen such marketing. Those who answered yes to the question were asked to name the campaign. 15,8 percent of the campaigns named were cause-related marketing campaigns where a brand had teamed with another organisation to aid a cause. 36,8 percent were campaigns supported by several brands to raise money for a cause (e.g. for children's hospitals or pink ribbon for breast cancer awareness). These campaigns can be similar to cause-related marketing campaigns but on most cases the brand has given their support to the cause but does not actually campaign for the cause. Instead the non-profit side of the team campaigns using the brand which is traditional cause-related marketing in reverse. 42,1 percent of the campaigns named were not for a specific non-profit cause but campaigns that support the brand image with a social issue edge. One such campaign is the positive body image campaign by Dove that was mentioned by several respondents.

56,7 percent of the respondents told that after encountering this type of campaigning their opinion on or attitude towards the brand or the company has remained the

same. Of the 43,3 percent who said that their attitude has changed after a campaign, 76,9 percent said that the change had been for the positive and only 7,7 percent considered the change to be to negative.

Figure 11: Has a campaign with company involvement changed attitude and if yes, to what direction.



#### 4.2 Interview results

The two short interviews made went more into the same topics that were discussed in the survey. The interviews were made separately. The two interviewees were both

women living in Uusimaa region. The first one is 65 years old, has two adult children and lives with her husband and the second 30 years old, single and lives alone.

Both interviewees, when asked what social marketing brings to their mind, described it to be marketing that is thought provoking and aims to bring a change in attitude or behaviour towards a cause. When asked to name a topical social campaign, the first interviewee named a cause-related campaign of an insurance company regarding traffic visibility in the dark and the second one a social marketing campaign by a NGO regarding loneliness of elderly people. When asked to name a specific campaign that has affected them or maybe even sparked an action, both named that same loneliness of elderly people campaign that was mostly distributed as bus-stop advertisements and TV commercials. Both had been deeply moved by the campaign and the second interviewee had even sent out a volunteer applications to two different organisations after encountering the campaign. When discussing what kind of things have made campaigns memorable for them, both mentioned ones with strong imagery and also catchy slogans. The age gap between the two interviewed can be seen from the media outlets they use. The first relies mostly on press and the second one on television and especially social media.

Cause-related and societal marketing campaigns were also discussed in the interview. Both interviewees considered that having a brand or a company behind a campaign with a social message can affect the credibility of the message. Both thought that it does depend on the company or brand and the cause how and how much the involvement affects the message. The second interviewee especially felt that often when companies or brands have campaigns that have content that target to social influence, regardless whether they are actual cause-related campaigns or just their regular marketing campaigns with a social edge, it feels like they aim to polish their public image instead of genuinely caring for the cause.

## 5. DISCUSSION

One of the first bigger trends that the research revealed was that most people were already familiar with the topic of the campaign when they first met it. For that reason it is impossible to say without further research if those changes in attitude or behaviour that people had recognised in themselves were the result of a specific campaign or the repeated exposure to the topic. However, as mentioned before, previous studies have shown indications that previous knowledge on the matter can lead to higher elaboration (Dillard and Pfau, 2002) and when the elaboration likelihood is high, people will take interest on the issue more easily and spend time evaluating it and that more often leads to attitude or behaviour change in benefit for the issue. Dillard and Pfau (2002) noted that messages that already reflect the audiences beliefs and values reinforce their existing belief system which is a positive thing when aiming for a behaviour change. As Thøgersen and Crompton (2009) discussed in their article, there is also a possibility that the repeated encounter with the same topic or cause could cause a spillover effect where over time, little by little the exposure could translate into small changes in attitude that may lead to larger changes in behaviour but so far with the research methods we currently have in use, it has not been possible to trace such cause-relation.

In their research on effects of social marketing campaigns on gamblers, Thomas et al. (2012) identified challenges in developing effective social marketing messages. One of the things they found out was that the target group of social marketing campaigns on risks and negative sides of gambling was well aware of the marketed issues but they continue to see the benefits of their behaviour to be greater than the risks. The survey revealed similar reactions from the respondents towards the campaigns they had encountered. Some had considered changing their ways and some had even tried different actions but had not stuck with them because it would have required an extra effort and the issue did not seem worth that to them. As mentioned before when talking about highly complex decisions (Andreasen and Kotler, 2008), attitude change is a complex decision for the audience member and

after encountering a campaign they analyze the positive and negatives of the suggested new attitude or behaviour. Even if the positives outweigh the negatives and they take their first steps towards the change, there has to be maintenance where the audience member is reminded to keep up with the change or sticking with the new behaviour. For the respondents of this survey, the maintenance stage seems to be the difficult one and instead of being reminded, they drop back from preparation to contemplation where they do recognise the positives but are not willing or able to fully commit to change. Also cognitive dissonance theory may be used to explain this. That is where people do recognise that they are acting against their own attitudes or what they feel would be the correct way to behave but justify it to themselves with lack of research or not having enough knowledge to fully evaluate the situation.

Of course, not all social marketing campaigns even target a long lasting change. One of the examples given in the survey by a respondent was a cause-related seasonal food surplus campaign to prevent food waste and though someone may be affected by the campaign to permanently change their habits, the desired effect of the campaign was temporary. Also some causes can have a time limit, such as when campaigning for or against changes in policies or legislation, which would run their course and possibly never be returned to again.

In both the survey and the interviews it came up that, especially on cause-related campaigns by brands, the message can backfire and instead of paying attention on the social message, the audience may interpret it as polishing their public image or greenwash without any real interest towards the cause. Several researches on social marketing campaigns and attitude change campaigns have pointed out that in campaigns with a persuasive message, there is a risk of iatrogenesis where the instead of prevention, the campaign sparks the interest of the target group in the matter, for example by instead of warning against drug use a campaign can increase the youth's interest in them when the campaign is poorly designed (Cho and Solomon 2007, Dillard and Shen 2013). No direct implications of iatrogenesis came



up in this research but respondents and interviewees did voice out a worry that in some campaigns the important message may be tainted or shadowed by the brand promoting it and one campaign mentioned by an advocacy group lobbying for their members actually managed to turn more of the public against them by having false information in their campaign and being pulled through the media for that.

This is also related to the source effect. Depending on the situation where and the channel that the audience member receives the message through, the outcome of the influencing attempt may vary. (Solomon et al., 2002) When the source is considered to be a positive and reliable one, the attitude change is more likely than when the source is a negative one even if the message itself was the same. The research did not directly reveal the sources of the messages that had had an effect on the respondents but thirteen respondents named one or more media or other source that they follow just for the purpose of gaining information that may challenge their attitudes or values.

In the survey, no aided recall was used to prompt the memories of the respondents or guide them towards certain type of campaigns to be able to find out what kind of campaigns they consider to be social or socially meaningful. With more guidance, the participants could have been guided to more separate social marketing and cause-related marketing campaigns. The latter being commercial campaigns, it would have provided a better basis for analysis when it comes to the audience perceptions on non-commercial marketing campaigns.

Most campaigns mentioned by the survey respondents or interviewees were larger scale nationwide campaigns. There have been research such as the already mentioned gambling research by Thomas et al. (2012) that have pointed out that the campaigns could benefit from better targeting. The audience is never a homogenous mass but a group with different segments within and better targeting could reach the audience better and cause better results. (Thomas et al., 2012) Most campaigns being quite large scale and targeting a generic audience could also be one reason

why most participants were not able to point out a campaign that would have specifically been impactful for their attitudes. Also the idea of a tipping point by Gladwell could be more used. He proposes that by scaling the size of the target group the receptivity of new ideas can be improved and combining that with presenting the information in a form that has more factors that stick with people, the potential for change can be released. (Gladwell, 2000) Gladwell also points out that there often are a few special people who hold a lot of social power that by reaching them, a social epidemic could be caused. (Gladwell, 2000) His examples mainly come from commercial side but the idea could be transferred to non-commercial side just as well.

If we look social marketing through the social ecological framework, most of it falls into the macrosystem where the beliefs, customs and lifestyles are. Those are the roots of most attitudes people hold so it is natural to look into those when wanting to form attitudes. However, if we consider the above mentioned ideas of Gladwell and Thomas et. al, it might be more efficient to focus more on the community-based marketing and aim to reach the more narrow audience that can operate as gate-keepers to larger audiences and unleash a chain-reaction towards a change that one general campaign could not do. That would require for the marketers to focus more on the meso- and even the microsystem of the social ecological framework, where the information spreads within smaller communities or even between individuals.

## **5.1 Research questions answered in brief**

*(Q1) How the audience feel the effect of social marketing campaigns from their own perspective?*

People can only on rare occasions pinpoint the effects of specific campaign. If there is a change in attitude or behaviour, it is most likely due to a repeated and prolonged exposure to the topic.

*(Q2) How well does the audience recognise changes in attitudes or behaviour caused by social marketing in themselves?*

They can recognise the changes and also analyse if the change has been permanent or temporary. However, they cannot always point out the specific campaign that has caused the change.

*(Q3) How the audience perceives the collaborations (eg. cause-related marketing) between brands/companies to affect the messages of social marketing campaigns?*

People do feel that the commercial affiliations in campaigns with social messages can affect the message but it depends on the campaign how much and in what way. People also are sceptical whether the campaign is genuinely to have a social impact or purely to polish public image.

## **5.2 Limitations, validity and further research propositions**

### 5.2.1 Limitations and validity

As it turned out that people do not make a difference between a social marketing campaign and commercially inclined social campaign it was not possible to focus solely on non-commercial campaigns. Also as mentioned, with having performed only the one research survey localised in Finland, the results cannot be generalised and only estimates can be made on if the results would be transferrable across different populations. In addition, the data received through the survey was very geographically localised to Uusimaa region and Southern Finland with a clear distortion towards one specific age group.

As the data was fairly limited, it is not constructive to make conclusions on larger scale causal relationships so the internal validity of the research would need further study to be confirmed. However, there are clear tendencies to be detected so there is a probable cause suspect that it can be externally valid and the results would

translate across different population other than the one used in the research.

### 5.2.2 Recommendations for further reserach

One point-of-view that would be fruitful to research more on the area of social marketing and how it fits into the realm of social marketing is exchange theory. In their article from 2003, Hastings and Saren pointed out that it is one of the theories that have been rising withing social marketing as well as in commercial marketing but so far it has not yet been properly validated. In the article they wrote that in social marketing there is a mutual transfer of psychological, social or other intangible entities instead of utilitarian exchange like there usually is in commercial marketing but as previous research had already suggested, it is not a simple this-for-that exchange because it is considerably more difficult to sell intangible benefits to people and convince them that they want it for themselves instead of for example fulfilling an outside pressure (Hastings and Saren, 2003).

Though this research did reveal that having a company or a brand as the source of the social message can influence how the audience accepts the message, it did not go more deeply into how different medias affect the response of social marketing campaigns or if there is difference between them. Especially the rise of social medias as an important route for social marketing campaigns out into the world would be an interesting area to study when it comes to source effect.

Third recommendation for further research that came up during this research is not specifically tied to social marketing but attitude change research in marketing context in general. That is the spillover effect of attitude and behaviour change in marketing. As mentioned before, some authors have questioned its existence because of the lack of research evidence. There are mentions in attitude change and marketing literature on the possibility of spillover over a longer period of time may be affecting the audience but quite little amount of academic reseach on the matter.

## 6. CONCLUSIONS

As one of the respondents of the survey had said in their answers, all marketing is social or societal to some extent. If so, is there even a need to separate commercial and non-commercial marketing from each other? The research revealed that the audience does not really process the type of the marketing, if it is purely social marketing, cause-related marketing or some other form of marketing with a social message which is not surprising as the marketing techniques are more or less the same in all marketing. No clear difference in response is visible between non-commercial and commercial socially inclined marketing if the cause relates well to the brand endorsing it. Only societal marketing was more negatively approached. However, the audiences do recognise that through marketing, their attitudes and behaviour have been affected in the past and that they are influenced by the campaigns. Most likely, the changes those who participated in the research have recognised are due to a repeated and prolonged exposure to the topic.

The attitude change caused by a non-commercial marketing campaign follows the high-involvement processing elaboration route where cognitive responses caused by the messages received hopefully lead to belief and attitude change and hopefully eventually to change in behaviour. For an individual to change their belief system, the process is slow so it is not surprising that it seems to take several encounters with the topic and repeated information processing before the process translates into change.

There are still a lot of gaps in the research literature on non-commercial marketing and social marketing is heavily emphasised in the research field. The research so far has focused more on the results of these marketing campaigns than on the audience perspective and the author believes that a lot of useful knowledge could be gathered through further research, knowledge that could benefit both the commercial and non-commercial field of marketing.

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# Kysely markkinointikampanjoista joissa on sosiaalinen tai yhteiskunnallinen viesti

Tämä kysely liittyy graduuni jota teen Lappeenrannan Teknillisen Yliopiston kauppakorkeakoululle liittyen sosiaaliseen ja epäkaupalliseen markkinointiin ja siihen miten yleisö (te kyselyyn vastaajat) koette ja tunnistatte tällaiset markkinointikampanjat kohdatessanne niitä mediassa. Tutkimus ei liity mihinkään tiettyyn kampanjaan, yritykseen tai järjestöön eikä sitä tehdä kenenkään ulkopuolisen kolmannen tahon toimeksiannosta. Kaikki vastaukset käsitellään täysin anonymisti. Tutkimus tullaan julkaisemaan osana graduani ja se tulee olemaan julkisesti saatavilla Theseus tietokannassa.

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\*Pakollinen

## Taustakysymyksiä

### Aloitetaan joukolla kysymyksiä taustastasi

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#### 1. Sukupuoli \*

Merkitse vain yksi soikio.

- Mies
- Nainen
- Muu / Eos / En halua kertoa

#### 2. Ikä \*

Merkitse vain yksi soikio.

- 18-24
- 25-29
- 30-35
- 36-40
- 41-45
- 46-50
- 51-55
- 56-60
- 61-65
- 66-70
- 71+

### 3. Asuinalue \*

*Merkitse vain yksi soikio.*

- Ahvenanmaa
- Etelä-Karjala
- Etelä-Pohjanmaa
- Etelä-Savo
- Kainuu
- Kanta-Häme
- Keski-Pohjanmaa
- Keski-Suomi
- Kymenlaakso
- Lappi
- Pirkanmaa
- Pohjanmaa
- Pohjois-Karjala
- Pohjois-Pohjanmaa
- Pohjois-Savo
- Päijät-Häme
- Satakunta
- Uusimaa
- Varsinais-Suomi

### 4. Asutko / Elätkö \*

*Merkitse vain yksi soikio.*

- Yksin
- Puolison kanssa
- Puolison ja lapsien kanssa
- Lapsen tai lapsien kanssa
- Kämpin / ystävän / alivuokralaisen tms. toisen tai useamman aikuisen kanssa

### 5. Äidinkieli \*

*Merkitse vain yksi soikio.*

- Suomi
- Ruotsi
- Muu

### 6. Onko kotonasi / käytössäsi \*

*Valitse kaikki sopivat vaihtoehdot.*

- TV
- Radio
- Internetyhteys
- Tietokone
- Älypuhelin, tabletti tai muu mobiililaite

**7. Tilaatko, tuleeko sinulle tai hankitaanko kotiisi säännöllisesti \***

*Valitse kaikki sopivat vaihtoehdot.*

- sanomalehti(-ä)
- aikakauslehti(-ä)
- ilmaisjakelua
- maksullisia TV-kanavia (kaapeli tai antenni)
- digitaalisia lehtiä/journalistisia julkaisuja
- kirjoja tai e-kirjoja
- suoratoisto videopalveluita (Netflix, Viaplay, HBO yms.)
- suoratoisto äänipalveluita musiikille ja/tai podcasteille (Spotify, iTunes, Supla yms.)

## **Varsinaiset kysymykset**

Seuraavassa osiossa ovat kysymykset varsinaisesta tutkimusaiheesta. Kohdissa joissa pyydetään nimeämään esimerkki, yksi esimerkki riittää (esim. viimeisin näkemäsi tai ensimmäisenä mieleen tuleva)

**8. Muistatko nähneesi markkinointi- tai mainoskampanjaa jossa on sosiaalinen tai yhteiskunnallinen viesti?**

*Merkitse vain yksi soikio.*

- Kyllä *Siirry kysymykseen 9.*
- Ei *Siirry kysymykseen 13.*

**9. Vastasit edelliseen kysymykseen kyllä. Mikä oli kampanjan aihe?**

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**10. Millaisia tunteita se sinussa herätti?**

---

**11. Oliko asia sinulle uusi nähdessäsi kampanjan vai olitko ajatellut sitä jo aiemmin?**

---

**12. Mikä kampanjassa sai sinut erityisesti kiinnittämään siihen huomiota?**

---

**13. Onko markkinointi- tai mainoskampanja saanut sinut ajattelemaan eri tavalla jostain sosiaalisesta tai yhteiskunnallisesta asiasta?**

*Merkitse vain yksi soikio.*

- Kyllä *Siirry kysymykseen 14.*
- Ei *Siirry kysymykseen 18.*

**14. Vastasit kyllä. Mikä oli kampanjan aihe?**

---

15. Oliko muutos pysyvä? Jos ei, kuinka kauan kesti ennen kuin palasit aiempaan ajattelutapaasi?

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16. Mikä kampanjassa sai sinut kiinnittämään erityisesti siihen huomiota?

---

17. Oliko asia sinulle uusi nähdessäsi kampanjan vai olitko ajatellut sitä jo aiemmin?

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18. Oletko huomannut tällaisen kampanjan vaikuttavan läheisesi ajetteluun tai käyttäytymiseen?

*Merkitse vain yksi soikio.*

Kyllä *Siirry kysymykseen 19.*

Ei *Siirry kysymykseen 20.*

19. Vastasit kyllä. Miten muutos mielestäsi ilmeni tai miten huomasit asian?

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20. Koetko osaavasi tunnistaa yhteiskunnallista tai sosiaalista vaikutusta hakevan markkinointi- tai mainoskampanjan?

*Merkitse vain yksi soikio.*

Kyllä

En

21. Muistatko joskus nähneesi markkinointi- tai mainoskampanjan jossa jokin tuotemerkki tai yritys kampanjoi (joko yksin tai yhdessä jonkun järjestön kanssa) jonkin sosiaalisen tai yhteiskunnallisen asian edistämiseksi?

*Merkitse vain yksi soikio.*

Kyllä *Siirry kysymykseen 22.*

Ei *Siirry kysymykseen 23.*

22. Vastasit kyllä. Mikä yritys/brändi oli kyseessä ja mikä kampanja aihe?

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**23. Onko jonkin edellämainitun kaltainen kampanja muuttanut suhtautumistasi jotain yritystä tai brändiä kohtaan?**

*Merkitse vain yksi soikio.*

Kyllä *Siirry kysymykseen 24.*

Ei *Siirry kysymykseen 25.*

**24. Vastasit kyllä. Oliko muutos positiiviseen vai negatiiviseen?**

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**25. Minkä median uskot eniten vaikuttaneen asenteisiisi?**

*Valitse kaikki sopivat vaihtoehdot.*

TV-ohjelmat

Radio-ohjelmat tai podcastit

Sanomalehdet (painettu tai digitaalinen)

Aikakauslehdet (painettu tai digitaalinen)

Sosiaalinen media

Elokuvat

Mainokset (kaduilla, lehdissä, TV:ssä, netissä, muualla)

Joku muu / En osaa sanoa

**26. Seuraatko jotain mediaa vartavasten saadaksesi informaatiota joka voi muokata ajatteluasi tai arvomaailmaasi?**

*Merkitse vain yksi soikio.*

Kyllä *Siirry kysymykseen 27.*

Ei *Keskeytä lomakkeen täyttäminen.*

**27. Vastasit kyllä. Mitä mediaa/medioita seuraat?**

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*Keskeytä lomakkeen täyttäminen.*

## **Kysely on valmis!**

Kiitos vastauksistasi. Niistä on suuri apu tutkimukselleni. -liris



## Survey on marketing campaigns with a social message (English translation, originally conducted in Finnish)

Let's start with some questions on your background.

### 1. Are you...

- male
- female
- something else/don't want to specify/ don't know

### 2. Age?

- 18-24
- 25-29
- 30-35
- 36-40
- 41-45
- 46-50
- 51-55
- 56-60
- 61-65
- 66-70
- 71+

### 3. Where do you live?

- Ahvenanmaa
- Etelä-Karjala
- Etelä-Pohjanmaa
- Etelä-Savo
- Kainuu
- Kanta-Häme
- Keski-Pohjanmaa
- Keski-Suomi
- Kymenlaakso
- Lappi
- Pirkanmaa
- Pohjanmaa
- Pohjois-Karjala
- Pohjois-Pohjanmaa
- Pohjois-Savo
- Päijät-Häme
- Satakunta
- Uusimaa
- Varsinais-Suomi

### 4. Do you live...

- Alone
- With a spouse
- With a spouse and children
- With children
- With roommates / friends / subletting etc. with another or several adults

**5. Mothertongue?**

- Finnish
- Swedish
- Something else

**6. Is there at your home or in your use...**

- TV
- Radio
- Internet connection
- Computer
- Smart phone, tablet or some other mobile device

**7. Do you order, purchase or obtain regularly...**

- newspaper(-s)
- magazine (-s)
- free newspaper (-s)
- paid TV-channels (cable or antenna)
- digital magazines, newspapers or other journalistic publications
- books or e-books
- streaming video services (Netflix, Viaplay, HBO etc.)
- streaming audio services for music and/or podcasta (Spotify, iTunes, Supla etc.)

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**Actual research questions**

The next part contains questions on the actual research topic. On the questions where an example is asked for, one is enough (for example the latest one that you have seen or the first one the comes to mind)

**8. Can you remember seeing a marketing or advertising campaign with a social message?**

- Yes (Move to question 9)
- No (Move to question 13)

**9. You replied yes to the previous question. What was the topic of the campaign?**

**10. What kind of feelings it gave you?**

**11. Was the topic new to you when you saw the campaign or had you thought about it before?**

**12. What in the campaign especially attracted your attention?**

**13. Has a marketing or advertising campaign made you think differently on a social issue/cause?**

- Yes (Move to question 14)
- No (Move to questions 18)

**14. You replied yes. What was the topic of the campaign?**

**15. Was the change permanent? If no, for how long did it take for you to return back to your old way of thinking?**

**16. What made you pay attention to the campaign especially?**

**17. Was the topic new to you when you encountered it or had you thought about it before?**

**18. Have you noticed anyone close to you be influenced by such a campaign?**

- Yes (Move to question 19)

- No (Move to question 20)

**19. You replied yes. How did it come up or how did you notice it?**

**20. Do you feel like you are able to recognise a marketing or advertising campaign aiming for social influence?**

- Yes

-No

**21. Do you remember ever seeing a marketing or advertising campaign where a company or a brand campaign (either alone or with an organisation) to promote a social issue?**

- Yes (Move to question 22)

-No (Move to question 23)

**22. You replied yes. What company/brand was in question and what was the campaign topic?**

**23. Has a campaign as mentioned before ever changed your attitude towards a company or a brand?**

-Yes (Move to question 24)

-No (Move to question 25)

**24. You replied yes. Was the change for positive or negative?**

**25. What media do you think has influenced your attitudes the most?**

- TV

-Radio or podcasts

-Newspapers (print or digital)

-Magazines (print or digital)

-Social media

-Movies

-Advertisements (on the streets, papers, TV, online, elsewhere)^

-Something else / Cannot specify

**26. Do you follow any media just for the purpose of gaining information that may change your attitudes and values?**

-Yes (Move to question 27)

-No (End of survey)

**27. You replied yes. What media do you follow?**

**Thank You!**

**Interviews conducted on 14.11.2017 in Helsinki. Interviews were made in Finnish, recorded and translated as they were transcribed.**

**Haastattelu 1: Nainen, 65 vuotta, Uusimaa (Ei ollut osallistunut kyselyyn)**

**Interview 1: Woman, 65 years old, Uusimaa (Had not participated in the survey)**

Q: Kun puhutaan sosiaalisista tai yhteiskunnallisista kampanjoista tai markkinointi kampanjoista, millaisia assosiaatioita ja ajatuksia tämä herättää?

*(When talking about social marketing campaigns, what kind of associations or thoughts does this bring to you?)*

A: Silloin kyseessä on informatiivinen kampanja ja sellainen jolla yritetään vaikuttaa katsojaan tai lukijaan asian puolesta.

*(Then it is an informative campaign that tries to affect the viewer or reader for a cause.)*

Q: Tuleeko sulle mieleen mitään tällaista kampanjaa joka olisi ollut viimeaikoina esillä?

*(Can you recall any such campaign recently?)*

A: Heijastimen käyttö ja pienessä näkyminen, siitä on ollut tietysti ajakohtaan liittyen.

En tiedä voiko näitä hyväntekeväisyystapahtumia tässä mitä nyt on ollut. Esimerkiksi nenäpäivä oli juuri ja siitä oli paljon kampanjoita ja sehän on tavallaan kehitysapuun viittaavaa.

*(Using a reflector and visibility in the dark, this has been a lot out because of the time of the year. And I'm not sure can the charity events that have been going on lately be mentioned here. Like Red Nose Day was just the other day and it's kind of like development aid related.)*

Q: No esimerkiksi tämä heijastinkampanja, se on toteutettu If:in toimesta, joka on vakuutusyhtiö ja kaupallinen toimija. Vaikuttaako tämä sinun mielestäsi viestin vaikuttavuuteen?

*(We'll take this reflector campaign as an example. It has been made by the insurance company If which is a commercial operator. Do you feel like this affects the effectiveness of the message?)*

A: No kyllä se jossain määrin vaikuttaa. Mutta, mitenköhän sen muotoilisi. Tässä kampanjassa se ei juurikaan syö uskottavuutta asialta koska asia on niin yleishyödyllinen ja koskee kaikkia. Tässä yhteydessä en niinkään ajattele vakuutusyhtiö-taustaa vaan enemmän sitä yleisön herättelyä ja käytöksen muutosta.

*(Well, it does affect to some extent. But, how can I put this... In this campaign it doesn't eat the credibility because the subject matter is so for public benefit and applies to us all. In this can I don't really think about the insurance company behind it but more that the audience wakes up to the matter and the change in behaviour.)*

Q: Muistatko mitään kampanjaa mikä olisi selvästi vaikuttanut sinun ajatteluusi tai herättänyt tekemään muutoksen toiminnassa? Ehkä joku yksittäinen tietty kampanja tai aihe?

*(Can you recall a specific campaign that would have changed the way you think or made you change your behaviour? Possibly some specific campaign or a subject matter?)*

A: En nyt tästä ehkä muista mitään yksittäistä kampanjaa. Mutta tällaiset jotkut kuten Kirkon Ulkomaanapu ja niillä kuvilla sieltä jollain tällaisella missä on ihmiset käyneet paikanpäällä ja on herättäneet ajattelemaan. Alkoholista on joskus ollut myös muuta ei viimeaikoina, muuta ei ne ehkä ole koskeneet ihan henkilökohtaisesti. Pysäkeillä olleita julistekampanjoita aina välillä on. No se oli vähän aikaa sitten tämä vanhusten yksinäisyys kampanja joka oli aika tehokas ja moni järkyttyi niistä. Helsinki Mission.

*(I'm not sure if I can recall a specific campaign. But these like Finn Church Aid and with those photos where people have visited the target areas and those have made me think. Alcohol campaign I also remember, not so much lately though, but those have not affected me really personally. On busstops there are those poster campaigns every once in a while. Like a while back there was the one against loneliness among the elderly that was really powerful and many people got upset. By Helsinki Missio.)*

Q: Minkä median, ehkä suurempina kokonaisuuksina, lehdistö, TV, radio ja niin edelleen, koet vaikuttaneen eniten itseesi? Siis kun mietitään tämäntapaisia kampanjoita.

*(What media, in a larger scale, like press, TV, radio etc. do you feel has affected you the most? Especially considering this kind of campaigns.)*

A: Minulle eniten lehdistö. Sitä käytän intensiivisesti ja luen tarkkaan. Se on vaikuttavin.

*(For me it's press. I use it intensively and read carefully. It's the most powerful.)*

Q: Kun olet kohdannut tällaisen kampanjan, ehkä lukuunottamatta näitä mainittuja rahankeräyskampanjoita, onko mikään saanut sinua muuttamaan toimintatapojasti tai saanut osallistumaan toimintaan?

*(When you have encountered such campaigns, maybe not counting those that just collect money, has any of them made you change your behaviour or gotten you involved in their action?)*

A: Melkein aina tulee osallistuttua juuri näihin keräyksiin ja tietenkin aina kun noteeraa tällaisen järjestön työn niin se vaikuttaa ajatteluun. Monet kuten vaikka se alkoholin välittäminen, ei sitä ole tullut tehtyä muutenkaan. Mutta yksinäisyyskampanjakin niin osallistuminen ystävätoimintaan jäi ajatuksen tasolle, muuta kävi mielessä. Eläintenpelastusjuttujen kampanjat, onko sellaisia ollut? Ne vaikuttaa toki. Ehkä ne on enemmän sosiaalisessa mediassa mitä minä en itse seuraa lainkaan. [Lisäys myöhemmin nauhoituksen ja haastattelun jo loputtua:] Tuli mieleen vielä että eläinsuojelujärjestöt kuten Animalia. Niiden vaikutus on ollut iso mitä tulee tuotantoeläimiin ja lihansyönnin vähentämiseen ja broilerin käyttöön.

*(I participate in those collections almost always and of course when I note an organisation working for a cause, that little by little affects thinking. Many like that one for not dealing alcohol to minors, I haven't done that anyway. But the loneliness campaign also, participating in the work like volunteering I never actually did but thought about it. Animal rescue campaigns, have there been any? Those work. Maybe those are more in social media which I don't follow at all. [Addition made later after the interview and recording was already over:] Animal protection organisation came to my mind, like Animalia. Those have really made an impact when it comes to animal farming and cutting down the use of meat and poultry.*

## Haastattelu 2: Nainen, 30 vuotta, Uusimaa (Oli osallistunut kyselyyn)

### Interview 2: Woman, 30 years old, Uusimaa (Had participated in the survey)

Q: Kun puhutaan sosiaalisista tai yhteiskunnallisista kampanjoista tai markkinointi kampanjoista, millaisia assosiaatioita ja ajatuksia tämä herättää?

*(When talking about social marketing campaigns, what kind of associations or thoughts does this bring to you?)*

A: Sellainen markkinointi on ajatuksia ja auttamisen halua herättävää.

*(It's that kind of marketing that provokes thoughts and wakes up the want to help.)*

Q: Tuleeko sulle mieleen mitään tällaista kampanjaa joka olisi ollut viimeaikoina esillä?

*(Can you recall any such campaign recently?)*

A: No tämä ei ole ihan viime ajoilta, mutta Punaisella Ristillä [Helsinki Missio] oli se yksinäiset vanhukset, mä en ees muista mikä sen nimi oli, mutta se missä näyttelijä esitti muistisairasta vanhusta ja haahuili pitkin kaupunkia yöpaidassa eikä kukaan auttanut sitä. Niin siitä mulle tuli sellainen ja vieläkin aattelen sitä ja mä laitoinkin silloin Helsinki Missiolle viestiä että olisin halunnut vapaaehtoiseksi toimintaan, mutta en saanut vastausta. Ja myös laitoin Punaiselle Ristille kun Helsinki Missiolta ei kuulunut mitään ja sieltäkään ei vastattu. Silloin ajattelin että eikö oikeesti täällä olekaan näitä yksinäisiä vanhuksia kun mun apua ei ilmeisesti tarvita. Olisin hyvin voinut lähteä mukaan toimintaan, mutta se sitten jäi. Paitsi naapurin vanhuksia sen jälkeen olen auttanut. Se herätti halun auttaa.

*(Well this wasn't that recently but Red Cross [Helsinki Missio] had that lonely elders, I can't remember what the name of it was but that one where the actress played an old lady with a memory loss who wandered around the town in a nightgown and nobody helped. From that I got the feeling and I still think about it and I actually sent a message to Helsinki Missio that I'd like to volunteer but they never replied. I also send a message to Red Cross when Helsinki Missio didn't answer but they didn't either. Then I thought that are there really not these lonely old people since they don't seem to want my help. I would have joined but then it was left behind. Except that I've been helping my elderly neighbours ever since.)*

Q: Minkä median, ehkä suurempina kokonaisuuksina, lehdistö, TV, radio ja niin edelleen, koet vaikuttaneen eniten itseesi? Siis kun mietitään tämäntapaisia kampanjoita.

*(What media, in a larger scale, like press, TV, radio etc. do you feel has affected you the most? Especially considering this kind of campaigns.)*

A: Ehkä televisio ja sosiaalinen media koska niitä käytän eniten ja etenkin Instagram viimeaikoina. Itseasiassa juuri näin varmaan kymmenen kertaa siellä WWF:n Lumikummi mainoksen, siellä ja bussipysäkeillä, joka on myös hyvä kanava. Ne sloganit jäi mieleen ja tänä aamuna kun se taas tuli Instagramissa niin liityin WWF:n lumikummiiksi. Kun tarpeeksi monta kertaa näkee sen alkaa sisäistää. Yksi kerta harvoin riittää, mutta kun todella monta kertaa tulee.

*(Maybe TV and social media since I use those the most, especially lately Instagram. Actually, I just saw this WWF snow campaign like ten times in there and on bus-stops, which is also a good channel. Those slogans stuck with me and today when I saw it once again on Instagram, I decided to join and did it. When you see it enough many times, you start to internalise it. One time is rarely enough but when there are many many times.)*

Q: No nyt pyörii parhaillaan tämä heijastinkampanja, joka on toteutettu If:in toimesta, joka on vakuutusyhtiö ja kaupallinen toimija. Miten suhtaudut tällaisiin yritysten kampanjoihin? (*You know the reflector campaign that is going on right now by If. It has been made by the insurance company If which is a commercial operator. Or the recent campaign by Alko. How do you feel about this type of campaigns?*)

A: No Alkon kanssa ei tätä ajatellut, mutta If:in heijastimien kohdalla siitä tuli jotenkin todella kaupallinen olo. Ehkä musta on tullut tosi kyyninen, mutta tuntuu että monet yritykset tekee tollasia kampanjoita vaan kiillottaakseen omaa julkisuuskuvaansa. Mä suhtaudun tosi epäilevästi tollasiin kampanjoihin missä on yritys taustalla. If:istä mulle tulee vähän negatiiviseen viittaavat fiilikset. Ei tullut kampanjasta täysin vilpiton tunne. Vaikka aihe onkin tärkeä.

*(Well with Alko I didn't think about this but with If and the reflectors, it felt really commercial. Maybe I've just to become cynical but I feel like often companies do that kind of campaigns just to polish their public image. I'm quite sceptical about those campaigns with a company behind them. From If I got kinda negative feelings. It did not feel sincere. Though the topic is important.)*

Q: Vaikuttaako tämä sinun mielestäsi viestin vaikuttavuuteen?

*(Do you feel like this affects the effectiveness of the message?)*

A: No ehkä vähän joo. Etenkin jos mukana ei ole mitään virallisempaa tahoja. Jos olisi vaikka If yhdessä Tukesin tai Trafir kanssa niin se olisi eri juttu. Ja yhtä isolla. Sanoma tuntuisi silloin voimakkaammalta.

*(Well maybe a bit yes. Especially if there is no more official party involved. For example if If had joined Tukes or Trafi then it would have been different. And printed in same size. Then the message would feel more powerful.)*

Q: Kyselyssä kysyttiin brändien vaikutuskampanjoita. Monet mainitsivat Doven kehonkuva kampanjan. Koetko sä sen enemmän ihan brändi-kampanjaksi vai koetko että sillä voisi olla yhteiskunnallista vaikuttavuutta?

*(In the survey there was a question about brand campaigns. Many mentioned the Dove body image campaign. Do you consider that to be more a brand campaign or could that have social influence? )*

A: Mä muistan kun se tuli ja se oli musta vähän outo. Mä aattelin että miks niitä kiinnostaa. Siitä tuli ei-vilpiton fiilis. Nykyään kun on muita vastaavia niin se ei tunnu enää niin erikoiselta. Ehkä se on kun ne oli tavallaan uranuurtajia tollasessa markkinoinnissa. En mä tiedä, kyllä sekin sai silloin ajattelemaan, mutta ehkä se johtui vaan siitä että siinä oli sellaisia ihmisiä joita ei ole tottunut näkemään mainoksissa. Toisaalta sitten ne mokasi sen yhden mainoksen kanssa missä tummaihoisen muuttui valkoiseksi. Mutta se on sitten jo ihan eri asiaa.

*(I remember that came out and I felt it was a little odd. I thought why would they be interested. It felt not-sincere. Now that there are other similar it doesn't feel so strange anymore. Maybe it's because they were kinda trailblazers in that kind of campaigning. I don't know, that made me think back then but maybe it was just because there were people like I wasn't used to seeing on the ads. On the other hand they screwed it up with that one ad where the black woman turned white after using their product. But that's a whole other matter.)*

Q: Mitä sä luulet, voisko tän tyyppisestä kampanjasta, esim. se Ifin, voiko sellaisen kampanjan avulla saada pysyvää pitkäaikaista muutosta aikaan vai onko se vain tilapäisen avun tai muutoksen saavuttamiseksi parempi?

*(What do you think, could this kind of campaign, like the If one for example, can a campaign cause long-lasting change or is it only a good tool for temporary relief or change?)*

A: Kyllä mä luulen että sillä voi saada pitkäaikastakin muutosta aikaa. Mulla ainakin on jäänyt joistain sellainen pysyvä fiilis taka-alalle ja oon tiettyihin juttuihin kiinnittänyt ihan erilailla huomiota. Niinkuin esim. se vanhuskampanja. Kyllä siitä on pysyvästi jäänyt jälki.

*(I think it can lead to a long-lasting change. At least for me some campaigns have left a permanent impression somewhere in the back and I've been paying more attention to things differently. Like that campaign on elderly. That left a permanent mark.)*