

SOCIAL MARKETING FOR THE
ENVIRONMENT: A COMPARATIVE
ANALYSIS OF THEORY AND PRACTICE

World Social Marketing
Conference

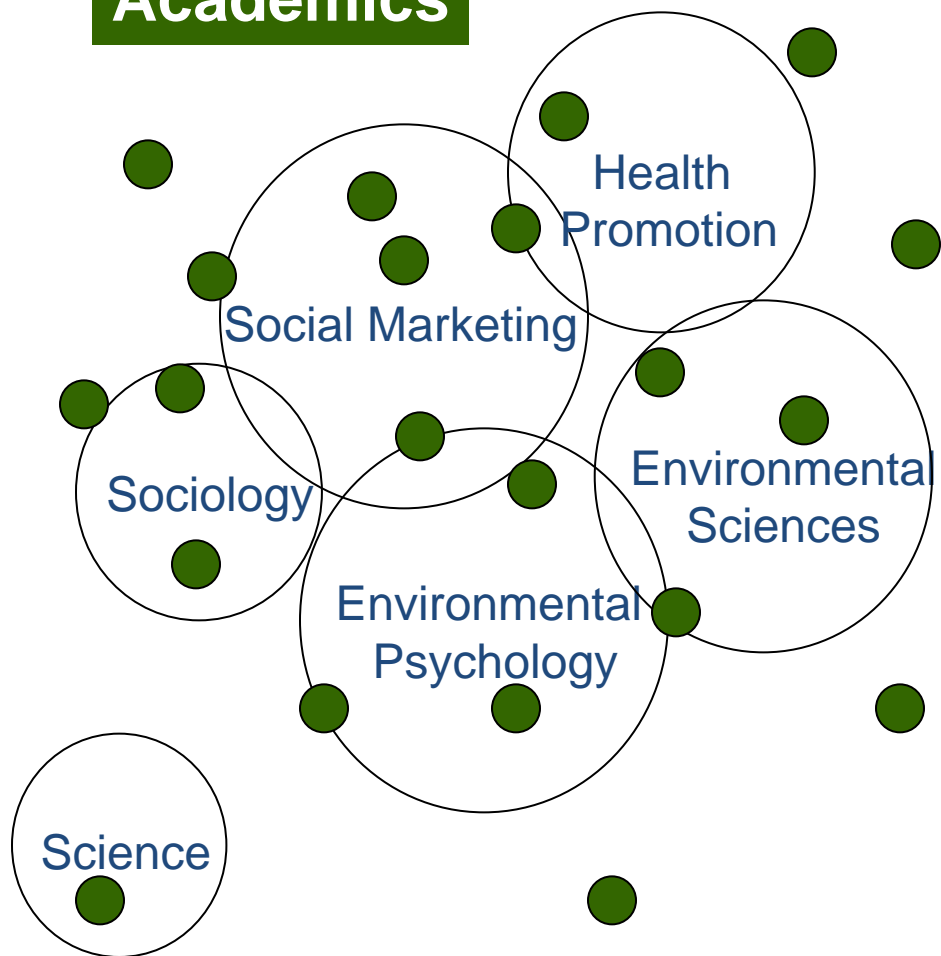
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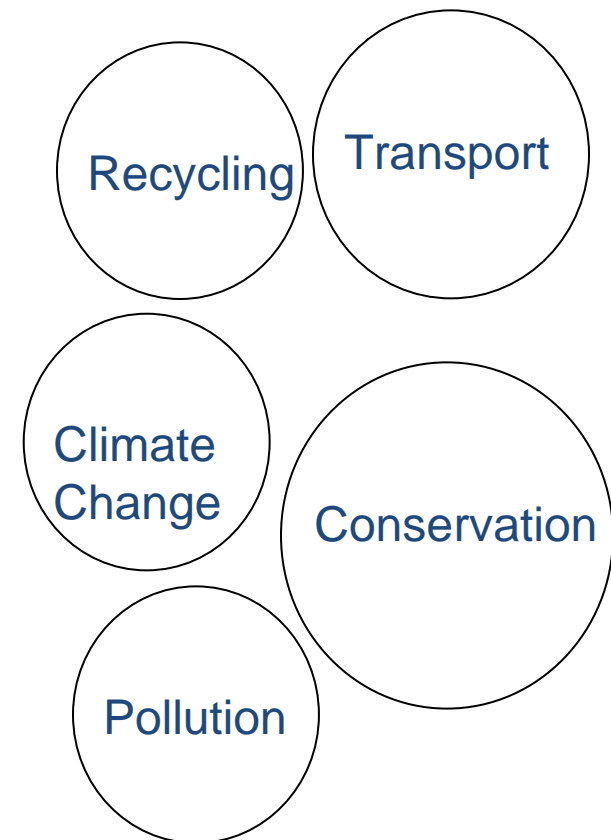
September 29-30, 2008

Rationale

Academics



Practitioners





Research Questions

- In what ways, to what extent and to what effect is social marketing currently perceived as a means to achieving pro-environmental behavior change in both theory and practice?



Research Questions

- How are scholars of pro-environmental behavior change incorporating social marketing in their research, analysis and theories?
- How are practitioners using social marketing in programs/campaigns to achieve pro-environmental behaviors?
- What are the relationships, connections and disconnections between the perceptions of academics and those of practitioners with respect to the use of social marketing as a tool for pro-environmental behavior change?



Methods

- Literature Analysis
 - Publication Trends
 - Content Analysis
- Case Studies Analysis
 - Implementing organization, area of intervention
 - Social Marketing Benchmarks (Andreasen, 2002)

Methods: Literature Analysis

- Databases: ArticleFirst, Business Source Elite, Emerald, ERIC, Expanded Academic ASAP, Medline, PsycINFO, Science Direct, Web of Science, Wilson Full Text
- Search covers >35 year period since social marketing was formally coined in 1970
- 62 articles

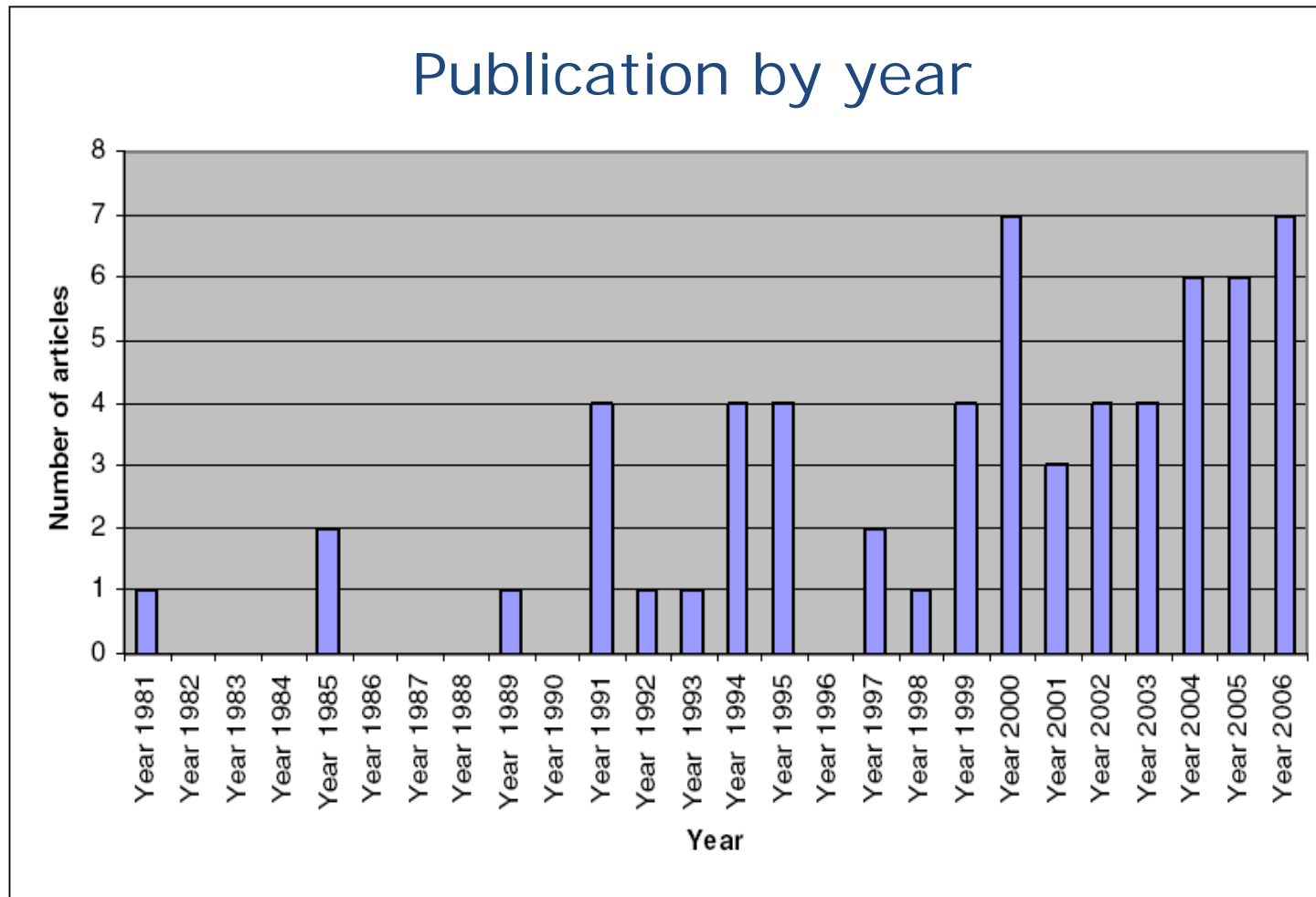


Methods: Case Studies

- Cases collected from 3 sources: Community Based Social Marketing (CBSM), Tools of Change, and TRACK Center for Marketing Public Programs
- Initially >300 cases, screening process left only 148
- In depth analysis of 18 cases

Results: Literature Analysis

Publication by year



Results: Literature Analysis

Articles by area of focus

Area of interest	Total
Active living	1
Agroforestry	1
Biodiversity conservation	2
Coastal Barriers	1
Consumer behaviors	3
Dam removal	1
Development in third world	1
Eco-literacy	1
Energy conservation	5
General	15
Green Marketing	1
Introduced species	1
Lake Management	1
Morality	2
Natural Resources Management	1
Organic farming	1
Pesticides and agricultural health	1
Policy	2
Pollution	3
Recycling	11
Sustainable Tourism	2
Transportation	2
Water conservation	3



General focus: 24%



Focus on recycling: 18%



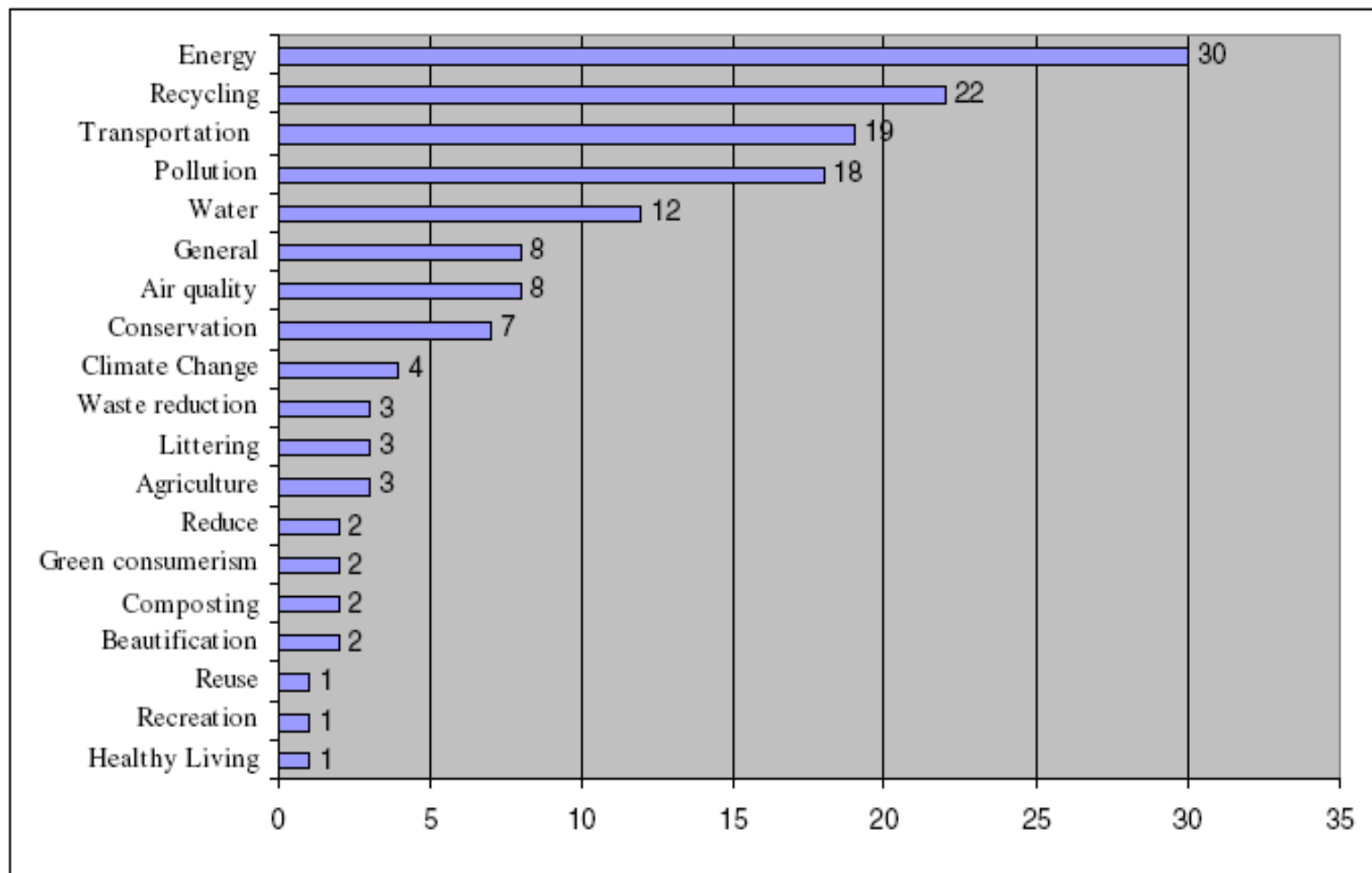
Results: Literature Analysis

Articles by field of study and by format

Type of Article	Total	Marketing	Science	Social Science
Application case	15	3	3	9
Literature review	13	4	1	8
Model or theory proposal	16	7	3	6
Testing tools and variables	17	8	2	7
Other	1	1	0	0
Total	62	23	8	32

Results: Case Studies

Programs/Campaigns by area of focus



Results: Case Studies

Programs/Campaigns by organization

Subject	Total	Educational	Federal Government	Local Government	Non-Profit	For-Profit	State
Agriculture	3		1		2		
Air Pollution/quality	8		4	2			2
Beautification	2						2
Climate Change	4			1	2	1	
Composting	2				1		
Conservation	7		4		1		2
ENERGY	30		18		5	4	3
General	8	1		3	4		
Green consumerism	2				1		1
Healthy Living	1				1		
Littering	3			1	1		1
POLLUTION	18		4	5	5		4
Recreation	1						1
RECYCLING	22	2	3	4	3	3	7
Reduce	2			1			1
Reuse	1					1	
TRANSPORT	19	2		6	8	3	
Waste reduction	3		1	1			1
Water	12		1	4	2		5
Total	148	5	37	28	36	12	30

49%

25%

18%

23%

21%

22%



Results: Case Studies

- Mostly large-scale applications, however, that appears to have limited connections with outcomes
- Limited evaluation of programs/campaigns
- Limited focus on influencing consumption or lifestyles



Conclusions

- In What Ways
 - CBSM has developed as a distinctive approach to behavior change in the environmental field
 - Problems in definitions and applications, more noticeable in the case studies

Conclusions

- To What Extent
 - Increasing trend in both practice and research, however, still not as extensive as in the health sector
 - Practice and research of social marketing in environmental problems are not developing at a similar pace

Comparison of main areas of analysis and intervention

Literature	Programs/campaigns
General	Energy
Recycling	Recycling
Energy conservation	Transportation
Water conservation	Pollution
Consumer behaviors	Water



Conclusions

- To What Effect
 - Three approaches for achieving long-term behavior change: permanent programs, upstream approach, and a focus on efficiency behaviors
 - However, limited empirical evidence in both the literature and the practice
 - Focus on curtailment behaviors instead of efficiency behaviors appears to limit the effect of social marketing



Recommendations

- Researchers should expand their scope to include developing countries
- Incorporate concepts, ideas, lessons from other fields
- Future research should focus on the upstream approach to social marketing (no major evidence in this study)



Final thoughts

Social marketing for the environment is still in the adolescence stage



Thank You!