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The social problem sensitivity of the Hungarian population and their social marketing sensitivity

Abstract:
This study moves beyond the institutional approach to social marketing and interprets this marketing as an integrated model and practice with the objective of providing more complex solutions to social problems and promoting achieving social objectives. The research program, which has been in progress for two years, interprets social marketing as being a stakeholder management shaping behaviours acting along value communities. The presented empirical representative questionnaire inquiry assesses sensitivity, undertaking activities and feeling of responsibility of Hungarian citizens towards social problems. This study also analyses the connections between values importance, problem-relatedness, individual responsibility, information gathering habits and hindering-factor approaches, that is, Hungarian behavioural elements of integrated social marketing applications.

1. Social Marketing and its integrated model

According to the latest and most accepted approach the definition of social marketing can be the following: organizations, institutes and their cooperation; planning, organizing, realizing and controlling of their marketing strategy and marketing activity that tend to solve social duties and problems. At the same time opinions are different as for the professional approach to social marketing. We can meet their two basic trends: institute oriented and problem oriented perspectives. We summarized their point in the following:

Institute oriented perspective is when we start with organizational features while discussing marketing issues: for example public service institutes (railway, post, public utilities, public transport), state institutes and state or state controlled institutes (health, social organizations) political institutes, cultural and religious institutes, foundations. With the liberalization of the statuary regulations more public service gets partly or fully under market regulation, mechanism and makes traditional marketing tasks more significant.

Problem oriented perspective is when marketing focuses on the activities (many members with different activities, etc.) to solve problems. Namely the development of towns, regions, the welfare of their inhabitants, regional marketing, the problems of environment protection, health protection, the issues of rehabilitation, humanizing labour world, problems of support, recreational issues, decreasing and preventing crime, developing education, protecting minority, culture and its values.

Through the wider interpretation, beside the settlement of many issues social marketing raises many unsolved scientific and professional problems. Some of them are the followings:
- there are still disputes and reservation about the approach of non-profit oriented marketing, that is mainly about the content of plural view of marketing science, dealing with the

interpretation of marketing that concerns special exchange and transactional relationships, (Kandler 1980, Hill/Rieser 1990, Bruhn-Tilmes 1999)

- opinions are different about the frames and limits of social marketing, for example in what extent business marketing covers these issues, how it connects if it connects the corporate social responsibility of business marketing.

What does social marketing have to do? It has to change attitudes, behaviours in order to achieve something good. (for example to make pregnant women give up smoking, to make people and organizations prevent catastrophes, use condoms in certain sexual situations, improve water quality, etc.) "Social marketing is the application of marketing for influencing a target in order to accept or refuse, change or give up certain problematic behaviours, so with these they serve individuals, groups or the whole society (Dinya et.al.2004.85.o)

So the aim of social marketing is to develop constructive solutions in order to achieve the desired change in behaviour, to make the target group understand that the new behaviour has bigger utility than the effort of the behavioural change.

New forms of behaviours have to have bigger values than before. For example in order to give up smoking the person has to see the utility of his/her act, so the lung activity improves, better life with sport, etc. It is also a solution to increase the cost of the undesirable act with for instance tax. Social marketing also focuses on understanding the necessities, demands, perceptions and barriers of the target group; to understand them it creates an *effective plan* so it achieves the desired behavioural results. The exchange that is the essence of marketing can also be interpreted because behavioural change, the change values, costs, advantages and disadvantages are realized. So social marketing is a process that applies marketing principles and techniques in order to create values, to communicate and transmit in order to change the behaviour of the target group in such a way that the given target group and the society has also benefit (health, security, environment, public life, etc.). Certainly misunderstanding may rise in connection with social marketing.

- Social marketing is not the same as social ad. The latest one is just a device, but social marketing is much more than a simple ad because it is the development of a whole problem solving campaign, program.
- Social marketing is not manipulation and it is the special device of sales promotion, however it can be followed and supported by many product sales.
- Social marketing is not the same as social network, public/social media.
- Social marketing is not the same as supports, providing certain goods, products for free or on a discount price.

How does business and social marketing differ?
- while at business marketing the marketing process is a concrete product, service, activity supporting sales at social marketing it is rather a process that affects the sales of the desired behaviour
- while business marketing is driven by market, financial or profit aims, social marketing is driven by individual or social utility, profit

- while at business marketing choosing the target group happens on the bases of demand capacity at social marketing the target group is assigned by the effect of their undesired activity
- while at business marketing the competitor is another business, at social marketing the competitor is the present undesired activity and its advantages and costs and competitive values and the organizations interested in it

In most cases social marketing is a more difficult task than solving a commercial situation because it requires a complex, multi-player, multi-factorial problem handling. In this case more levels of marketing have to be co-ordinated and integrated (state as government and local governments, professionals and NGOs and companies).

Beside the differences there are many similarities between the two fields of marketing.
- client and target group orientation cannot be avoided,
- transaction theory is further valid and determining
- there is need for conscious analyses, specific market researches,
- target groups have to be segmented from many aspects,
- stakeholders have to cooperate and work together,
- well-known elements of marketing tools should be applicable,
- results have to be measurable.

Alan Andreasen (2006.25.p.) wrote in his book "Social Marketing in the 21st Century": *"Social marketing means that world has to be better for everyone not only for investors or chairmen of foundations."*

The most important characteristics of social marketing that it develops the traditional business marketing practice as well because handling social values, questions and social responsibility appears not only as external duty, sacrifice but as organic part of business interest. It increases practical efficiency, based on widening network cooperation that is also needed. So it can legally fit to Meffert's marketing development trend.

One of the most important objectives of social marketing is to create common values for both profit and non-profit organizations. The significance of social marketing is realized through activities in connection with certain social values. In order to carry out a given activity we are searching for those individuals and organizations that have same values, are open to these values and have same interests in connection with these values. The basis of social marketing is the analysis of values because it is more difficult to judge, understand what kind of values somebody has. It is obvious that different social researches are connected with social marketing analyses because in order to have success in social marketing programs we have to find those who share our values. Definition and creation of value based communities will be the basic conditions of successful marketing.

Social marketing acts within the market of internal values where same objectives do not mean that the members also want the same. For example in connection freedom means not the same for a conservative and a liberal person. It is not easy to agree so in order to make the competent members, organizations sit at one table we have to be precise when handling

values and defining behavioural standards. Values direct practice, activity and accepting certain things. The more obvious point of view we have in connection with the value the more certain we lose those who share other ideas. Deep relations come true only by equal values.

Two value strategy alternatives can be imagined by responsible, coordinator organizations in the area of social marketing when handling different problems *(Gromberg 2006).*

- searching values that can be shared by the largest publicity, or
- specialization in value set.

Furthermore during the preparation and realization our activity we have to consider the followings:

- How seriously do we consider our values?
- Are we interested in others with different views, attitudes?
- Which form of cooperation disturbs the value-identity of the organization?
- Which aspect of our work creates the core-activity, ambition?
- Do we exclude those people who do not share our values?
- Who determines the values to represent within the organization?
- Who determines the statements to represent and communicate officially?

In many social problematic area – as for topics about orphans or the education, feeding, medical treatment of children from disaster stricken, poor countries – stakeholders would only have conflicts if we the style of education was detailed in depth. Therefore in many areas polarized issue treatment could be contra-productive. Those who would like to gain the general public opinion have to avoid political, religious or other polarized, divisive issues.

For the success of marketing that is trying to solve social problems *planning and strategic thinking is essential.* Organizations and co-operators involved first have to determine *Mission and Vision* during their conscious activity. Defining a short, efficient mission is the essence of what goals, values guide an organization, community. Of course mission is not a conception but only a conceptual approach, a starting point that is detailed after many issues, analysis and becomes a document assigning leading activities and goals. In this process vision has a significant role because it defines a future desired state. We can reach this state and the goals behind it by series of strategic and tactics decisions.

In case of social problems it is also true that marketing is the art of opportunities, therefore opinions are also different whether planning and conceptual activity is necessary or not. Planning in inappropriately often happens when only reactions take place without real planning, when our everyday is determined by practical happening and when we design the details without strategy and tactics. In case of over-planning formal documents are made all the time. The plans are not realized consistently and organizations do not have progressive initiatives and projects. In case of social marketing there are a number of design models and methods available that are mostly from corporate practice and consulting sources. In this case it is also important to find a bridge between the world of numbers and strategic creativity but complicated planning rules and hinders activities and events.

The first solution of planning social marketing and activities is the so called *modified six-phases model* in international practice.(Gromberg 2006 109. p.).

1. *phase Preparation, initiation of program and action*
   Action: defining task, what to achieve for what time, what kind of problem to solve, how much chance we have for that

2. *phase Determining tasks, , analysing situation*
   Action: Positioning corporate identity, mission, action, identifying groups, existing communicational paths,
   Feasibility analysis: collecting external-internal ideas, opinions, cooperation, opponents, weaknesses, opportunities, defining hypotheses, structural questions (Mind Mapping), SWOT, determining final task.

3. *phase Goals and strategy*
   Action: defining marketing-goals, basic strategy, determining budget, time schedule, responsibilities.

4. *phase Tactics, planning*
   Action: planning tactic happenings, planning ideas creations, communication actions, criteria of controlling, action plan, Brief preparation, tests, detailed cost plans, media planning, etc.,

5. *phase Preparing realization*
   Action: contracting, production and distribution, preparing media and service contracts, operative planning, quality assurance.

6. *phase Carrying out actions*
   Action: carrying out actions, controlling, feedback, reactions to change

Another six-phase approach (Social Marketing CDCynergy) is similar but introduces a more complex program planning process and focuses more on multi-organisational cooperation process that I also prefer.

1. *phase Describe, identify problem*
   - problem description, data evaluation, summarizing rationality,
   - analysing the content of strategic teams, organisations and individuals,
   - summarizing SWOT analysis,

2. *phase Carrying out analysis and marketing research*
   - preparing research plan (confirming resources, analysing roles, evaluating mechanism, processes)
   - research report (answers to the segmentation of the stakeholders, analysing advantages and barriers, competitive behaviour, etc.)

3. *phase Creating marketing strategy*
   - defining target group and determining behaviour and methodology, program resource, budget, intervention-mix,

4. *phase Planning interventions*
   - detailed program, services, initiations, educating employees, detailed work plan and communication plan,

5. *phase Monitoring and evaluation planning*

- determining indicators, monitoring methods, evaluation plan,
6. *phase Implementation and evaluation*
    - carrying out interventions, feedback to partners and stakeholders,

According to these approaches I defined such a theoretical process that models the – conscious, coordinated-handling steps of a social problem and a possible operation of social marketing based on the previous introduced planning objectives.

The first phase is a survey that wants to find an answer for the following questions: What problems do potentially involved organizations and individuals perceive? What kind of values do they share? How much are they involved and interested in the given problem? What can they do and what do they want to do? If we can answer the previous questions in connection with the given problem an *integrated social marketing strategy and program* can be planned that will change the actions, behaviours towards the good desired goals accepted by society. This plan has to be in connection with all the stakeholders.

 In the 3rd phase, we have to investigate the situation effects and changes of the given social program when we finish the program. Therefore the program can be successfully closed or continued after re-planning.

The process described above can be applied to solve small local and complex national problems. Of course at the latest one we have to involve more members with significantly differentiated behaviour, different interests therefore re-planning should be carried out more times.

Basic feature of the model that the stakeholder coordination, the so called stakeholder management approaches social marketing based on reasonable activity and planned behaviour theory.

The status quo of social marketing is permanently changing, developing and getting more precise and extended in the last decade. We can find that idea among the suggestion in the previous pages and in our model that problem solving and activity of social marketing need more complex and integrated handling with lots of members and different relationships. It is obvious that the processes of social marketing appear rather as special *"network" stakeholder management*. According to a wider concept stakeholder can be a group, individuals who are able to influence to reach organizational objectives or they are influenced by them. According to a more narrow concept stakeholder can a group or individual from whom the long term operation of the organization depends. (Freeman-Reed 1983. 91.p. **)**
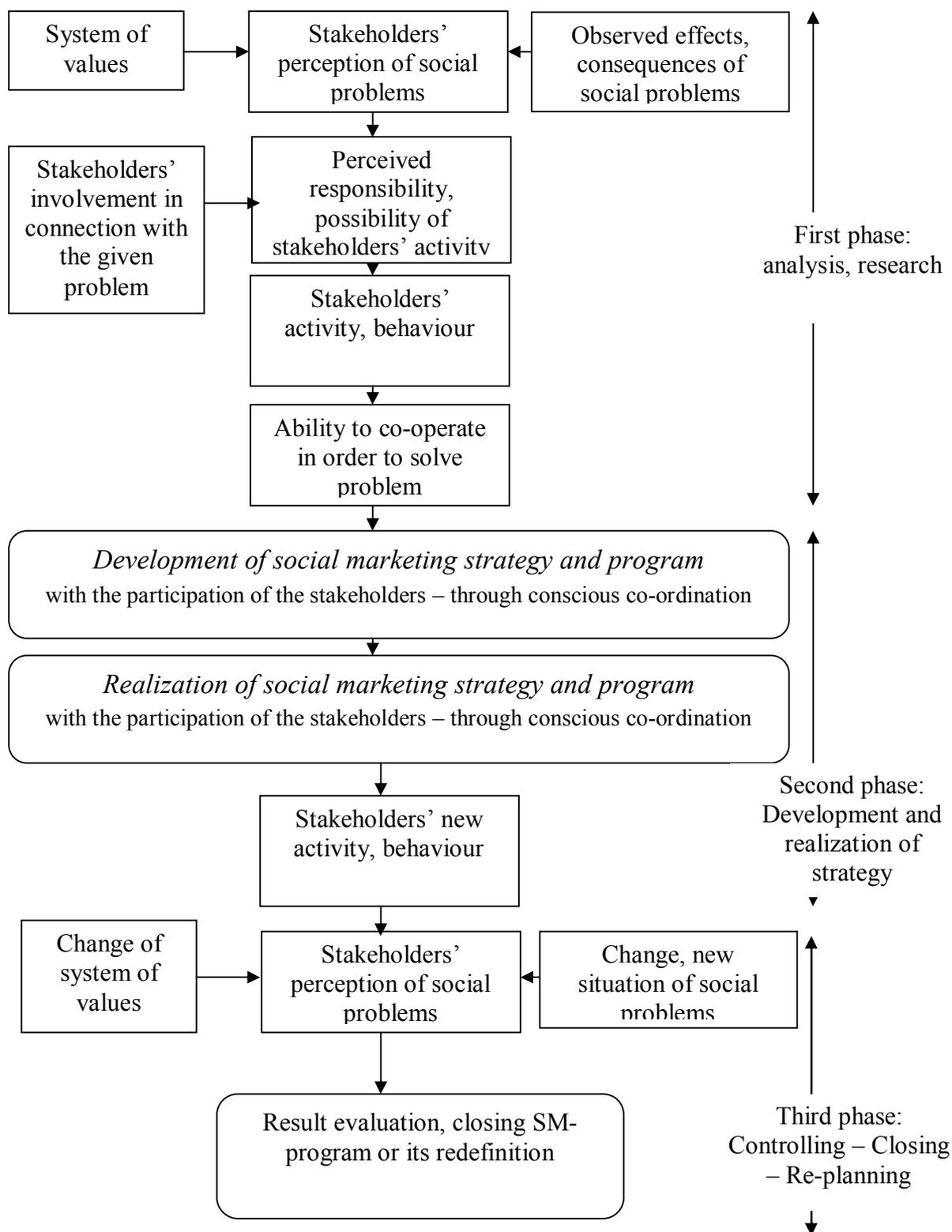
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│ System of   │────▶│  Stakeholders'   │◀────│ Observed effects,│        │
│ values      │     │ perception of    │     │ consequences of  │        │
└─────────────┘     │ social problems  │     │ social problems  │        │
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│involvement  │────▶│  responsibility, │                      analysis, research
│in connection│     │ possibility of   │                                │
│with the     │     │stakeholders' acti│                                │
│given problem│     └──────────────────┘                                │
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 │ Development of social marketing strategy and program        │      │
 │ with the participation of the stakeholders – through        │      │
 │ conscious co-ordination                                     │      │
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 │ Realization of social marketing strategy and program        │   Second phase:
 │ with the participation of the stakeholders – through        │   Development and
 │ conscious co-ordination                                     │   realization of
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│ Change of   │────▶│  Stakeholders'   │◀────│  Change, new     │      │
│ system of   │     │ perception of    │     │ situation of     │      │
│ values      │     │ social problems  │     │ social problems  │      │
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                    │ Result evaluation│                                │
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Figure 1 Integrated social marketing – as analysing, decision and execution process

Complied by the author

We can meet the following typical stakeholders in practice of social marketing:

- internal stakeholders- within for example a given non-profit organization
- those who are targeted by the social objective, performance, clients,
- private supporters,
- cooperative partners,
- regulatory organizations,
- state, (governmental, local governmental organizations)
- service providers
- consultants,
- coordinators,
- wide publicity,
- communication channels, media
- competitors, others with different interests

Of course we meet different roles among stakeholders, for example many of them are addressed by social marketing, "clients", and others are realisers, contributors of achieving the given social objectives, where every stakeholder has particular coordinator, integrator role whether it is a non-profit organization or an institute of the state. Therefore in our model social marketing is not only the marketing of non-profit organizations but they have significant role, responsibility in solving social issues, problems. Many people are convinced that it is good when a problem is represented by a non-governmental coordinator.

As we have seen, handling social marketing stakeholder as management begins with significant analytical task that has the following steps:
- **Identification,** who are those and in what aspect they have importance, formal and informal relationships regarding the give social issue, problem,
- **determining priority,** as a result of scarce resources and in order to handle social problems efficiently it is essential to determine the most influential criteria and on their basis to assign the relevant stakeholders and their role,
- **stakeholders segmentation,** its aim is to make it easier to handle certain target groups by the systematization (status, political view, whether the organization is for or against it, how much it is passive or active, how much the relationship is close),
- **understanding stakeholder,** to identify his motivations, expectations, his attitude toward the given issues and his relationship with organizations

In order to develop the strategy and program of social marketing we have to answer the following questions: How do certain stakeholders perceive social problems? How much are they involved? What kinds of values make them act? What factors are barriers? Who and according to what kind of motivations do they act? What kind of role do they have? In what activities are they interested regarding the given problem?

An initial thesis can be formulated on the basis of the analysis: A finished model of integrated social marketing is an analytical, planning, decision, executive process. It tries to create a value community involving every stakeholder in order to solve a given social

problem. It explores problem consciousness, involvement, responsibility and action motivation, stakeholder relationships, cooperation willingness and realizes a conscious stakeholder management with the help of a well-coordinated strategy and programs.

1.1. Results of model testing empirical research

In the following pages a partial analysis of empirical survey of OTKA research is introduced in which we were trying to test some elements of my previously shown model. The empirical survey that is the part of the complex research program is investigating the behaviour of the Hungarian population. Its aim is to explain why Hungarian population, individual try to participate in perceiving and handling social problems, their expected activity, and it also would like to explore the determinants of the activity in order to support the possibilities of an integrated social marketing approach. The survey was carried out with questionnaire. The interviewers used a sample of 1603, where population above 18 were asked and it was representative according to sex, age, region and settlement. The survey was carried out in July and August of 2011.

In many areas of social problems researches were held in order to handle and decrease mainly environmental behaviour and to investigate environmentally conscious behaviour, activity. Their test models, solutions inspired us. We with other studies relied on Fishbein's and Ajzen's theory of reasoned action and the Ajzen type planned behaviour model as the two models concerns the development of conscious behaviour. In the theory of reasoned action Ajzen and Fishben (1980) emphasizes that attitudes do not have direct effect on behaviour only influence action intention. Action intention will move depending several factors and gives relative significance to attitudes and subjective norm. The TORA model is the further developed variation of Theory of Planned Behaviour (1985,1991) and it also was used when our model was prepared

Our research questions were the followings:
- what social problems does population evaluate and how important they are?
- what is their individual involvement like in connection with certain problems?
- what kind of individual and other organizational responsibility, opportunity do they feel in handling them?
- what are their information collection habits like in connection with these questions?
- what kind of conscious behaviour, non-governmental organizational activity is characteristic when population handles problems?
- What kind of barriers of solving social problems do the respondents perceive?

The questions were about an initial social marketing model - *as the development of a value community* - and testing the partial operation of *stakeholder management*. We investigated the influential factors of population responsibility, conscious decisions, behaviour and non-governmental organizational participation in value community. We were also interested in the relationship and correlation among the factors explored.

- Do the values declared influence the perceived social problems and their importance?
- How much are the evaluation of problem severity and the involvement in them related?
- How are the importance of problems, personal involvement, personal responsibility and task evaluation in relation?
- What are relationships like among involvement in problem, responsibility, activity and non-organizational governmental role?

The respondents had to name Hungary's most important social problems spontaneously when answering the first questions.
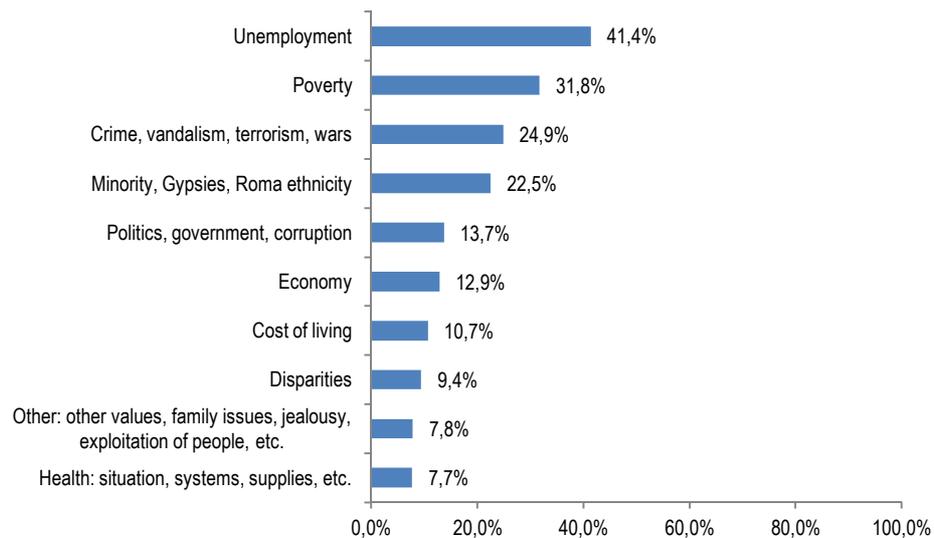
Figure 2 Hungary's most important social problems after spontaneous mention
Complied by the author – OTKA research

After the first ten years issues like low birth-rate, environmental pollution, alcohol consumption, education, culture and retirement system became more significant.

In the following question respondents had to evaluate the severity of the previous problems on a scale 1-5. Results had significant relationship with the issues spontaneously mentioned.
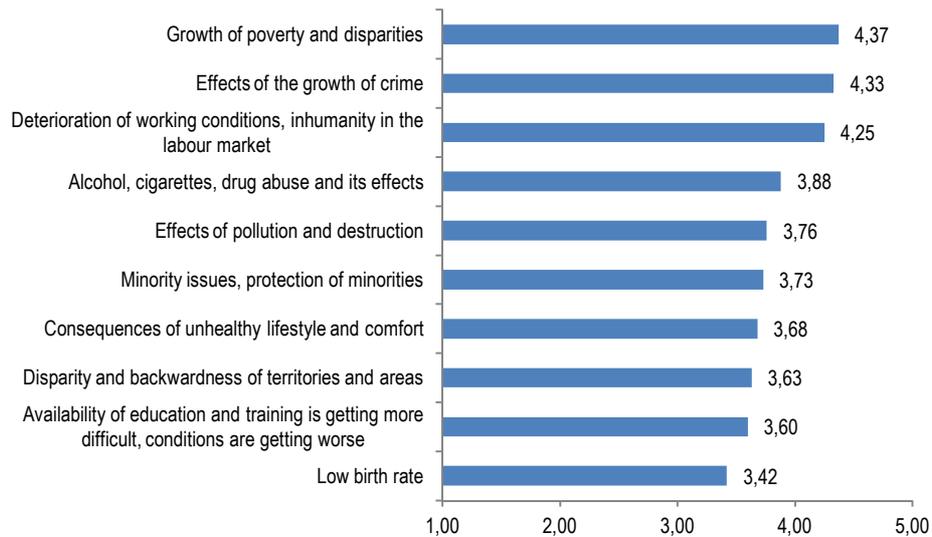
Figure 3 Seriousness of Hungary's social problems

Social sensitiveness of Hungarians is well-indicated by the order of the most significant problems where top ten were the followings: 1. growing of poverty, inequalities, 2. effects of increasing crime, 3. working conditions are getting worse, , 4. Effects of alcohol, cigarette, drug consumption, 5. environmental pollution and its effects 6. minority problems, 7. unhealthy way of life, more comfortable lifestyle, 8. inequality and poverty of certain regions, 9. Availability of education is getting more difficult, worse conditions, 10. low birth-rate.

The 19 different problems mentioned can be reduced to 6 factors (Kaiser-Meyer-Olkin's Measure of Sampling Adequacy: 0,775; significance level of the Bartlett's Test of Sphericity: 0,000, Total Variance Explained: 60,9%). These factors are the followings:

- an external, directly not perceived problems (hunger, shortage of water, war, epidemics, ethnical religious conflicts)
- negative phenomena in connection with lifestyle (unhealthy way of life, alcohol, cigarette, drug problems, environment, crime, minority problems)
- factor of territorial and regional problems
- factors in connection with cultural values and
- factors hindering individual ambitions (educational, training conditions, leisure problems)

Two significant segments can be measured when evaluating severity of social problems

- *A problem sensitive, pessimistic group (53,4%)* where members are mainly older people (46-60 years), retired people, less educated, inhabitants of poorer Hungarian regions.
- In the more optimistic segment, *where problems are considered less severe* (46,6%) mainly the following demographic groups appear: young people, more educated people, entrepreneurs, inhabitants of richer Hungarian regions.

The analysis of respondent involvement in the given problems shows interesting results. The 9 problems above 50% involvement brings the following order: 1. Growth of poverty and disparities 2. Effects of increasing crime 3. Environmental pollution and its effects 4. Worse working conditions 5. Unhealthy lifestyle, too much comfort 6. Effects of alcohol, cigarette, drug consumption 7. Ethnical problems, defending ethnical groups 8. Disparity and poverty of regions 9. Conditions of free time and its spending
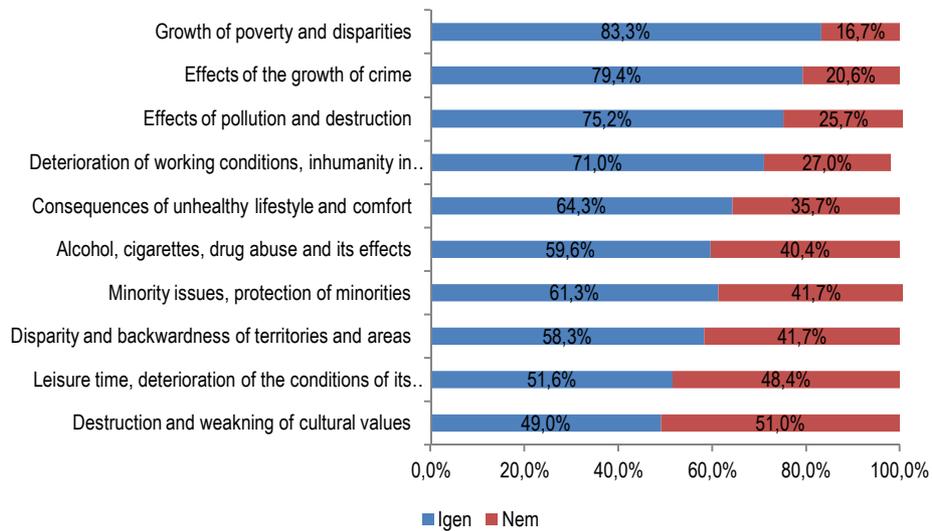

Figure 4 Involvement in social problems

To investigate values and priorities of the Hungarian population and the roles of certain values we used Kahle's scale (1982), List of Values (LOV) that brought the following order: security, sense of efficiency, belonging somewhere, self-respect, good relationships, self-realization, enjoying life, recognition, excitement.

It is an interesting relationship that younger generation, people with secondary school qualification, white collars, students, segment with big families considers values more important.
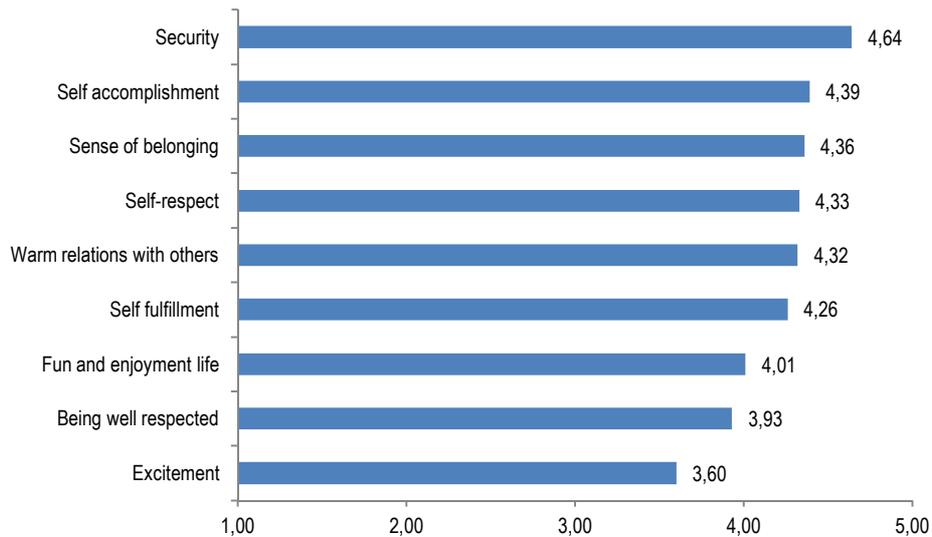
Figure 5 Importance of values among the respondents

Different groups were named by the respondents in connection with handling different social problems – this was the answer for the question that who has to solve the given problems. The respondents emphasize the role of state and its institutions, but individual responsibility also appears in their answer.
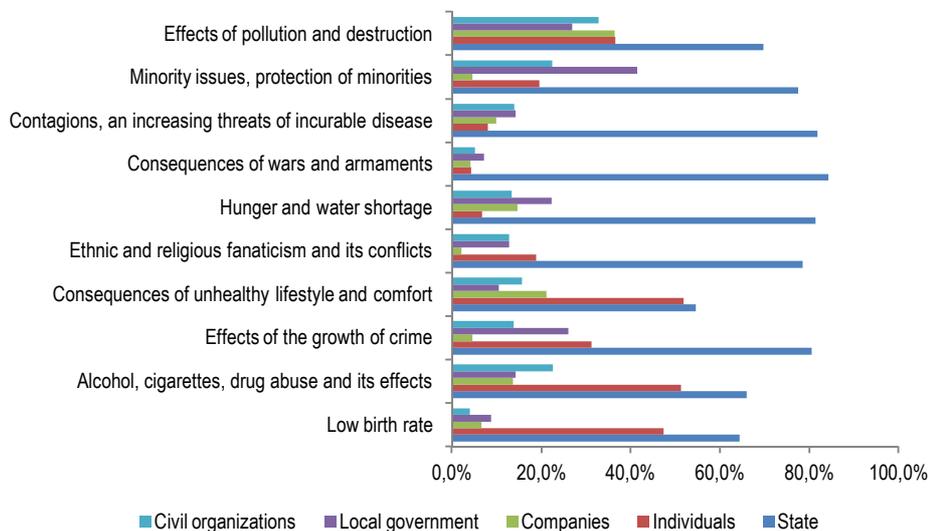
Figure 6 Who is waiting to solve the problem?

Figure 7 Who is waiting to solve the problem?

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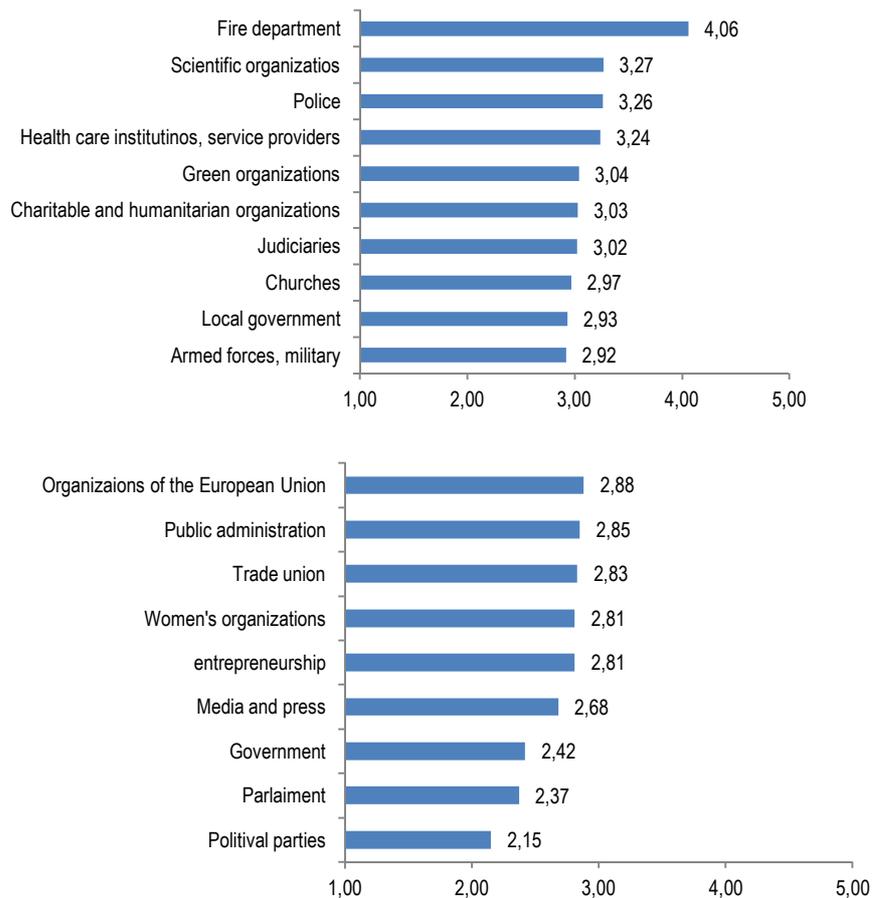
Figure 8 How much do you trust these organizations?

Complied by the author – OTKA research

Respondents' confidence is not proportional with task of state and its organizations. Therefore confidence in science and non-governmental organizations is more significant than in members of administration, government and politics. This message also confirms intentions and possibilities in connection with the appreciation of the role of integrated social marketing and civil society.

Individuals' conscious role in handling social problems was measured by the activity of non-organizational and professional organizations (charitable, green, cultural, sport, etc.) dealing with these issues. Active activity was only measured in a little proportion of respondents. (Except religious organization where that was 20%.)

There is a segment that is 20% large within Hungarian population. This segment had the attention of increasing conscious activity in solving social problems mainly in connection with sport, humanitarian, green, consumer, art and other professional organisations.
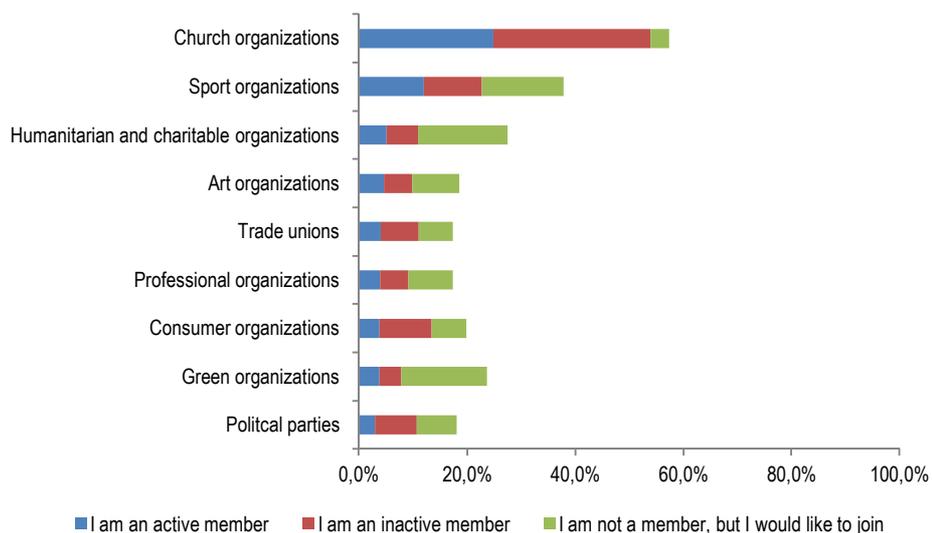
Figure 9 Current and planned voluntary (civil) organizational membership

Complied by the author – OTKA research

Hindering factors of solving social problems were always evaluated to have significant role. The most important ones were for example the followings: shortage financial resources, power of business interests, missing political intentions, lack of stakeholder's co-operation, not determining responsible people and tasks. Individual irresponsibility was the last one.

It is an interesting result that every variable is in one factor however there is also a *segment with optimism, self-confidence and readiness to act*. This segment appreciates the importance of barriers less and can be characterized with taking responsibility in less case.
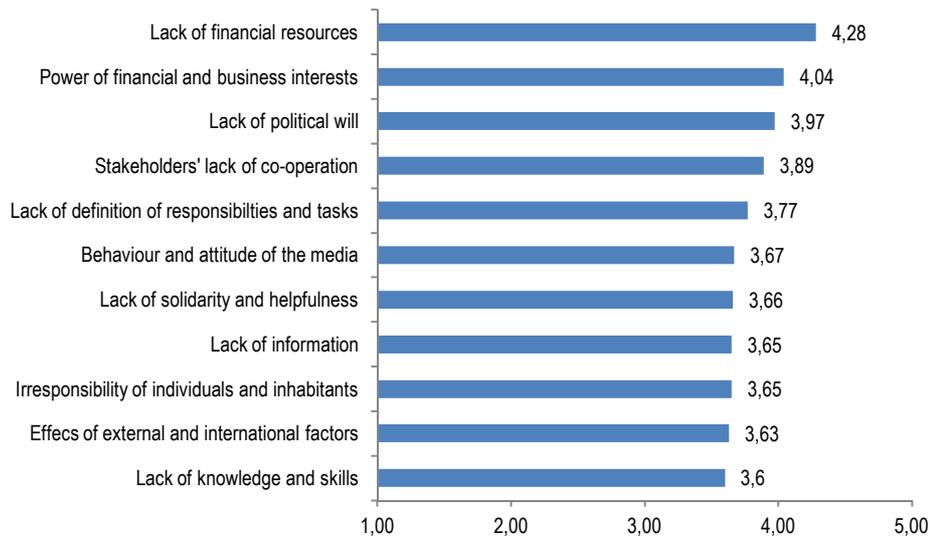
Figure 10 The barriers to social problems

On the basis of the answers above we set up our explanatory model in which we examined the relationships among certain factors and the connection explaining behaviour with the help of statistic methods. Without any exception, the different factors in the model were operationalized in form of sets of variables. At the same time their analysis required the reduction of these sets to a given variable. During data reduction we used several different methods depending what variables the sets contain that can be measured on scale. Methods like these were principal component analysis, mean calculation, penetration calculation of different answer. A common feature of the methods is that the resulted variables without any exception can be measured on ratio scale. Therefore it is possible to characterize the stochastic relationship between two variables with the help of Pearson's simple linear correlation coefficient. The figure contains these correlation coefficients. Furthermore the T-Tests analyzing the significance of these correlations showed in all cases a significant relationship between pairs of variables examined.

Relatively weak positive relationship in the results confirms our assumption that the values declared, their importance, perceived problems and the judgement of their severity are in relationship. The closest relationship between direct involvement and the severity of the perceived problems shows that respondents mainly deal with their own perceived problems and their handling. The bigger the severity of the social problem is the better the individual responsibility can be perceived with growing intention to act for which no stronger non-governmental organizational activity is linked to this. It has significant role that for several reasons in Hungary civil sphere is relatively weak, underdeveloped both in its coordination and tools and it is in strong relation with governmental institutes. The reasons for the relationship between direct involvement and hindering factors are the following: the level of individual responsibility and activity is weak and these are shifted off external factors.
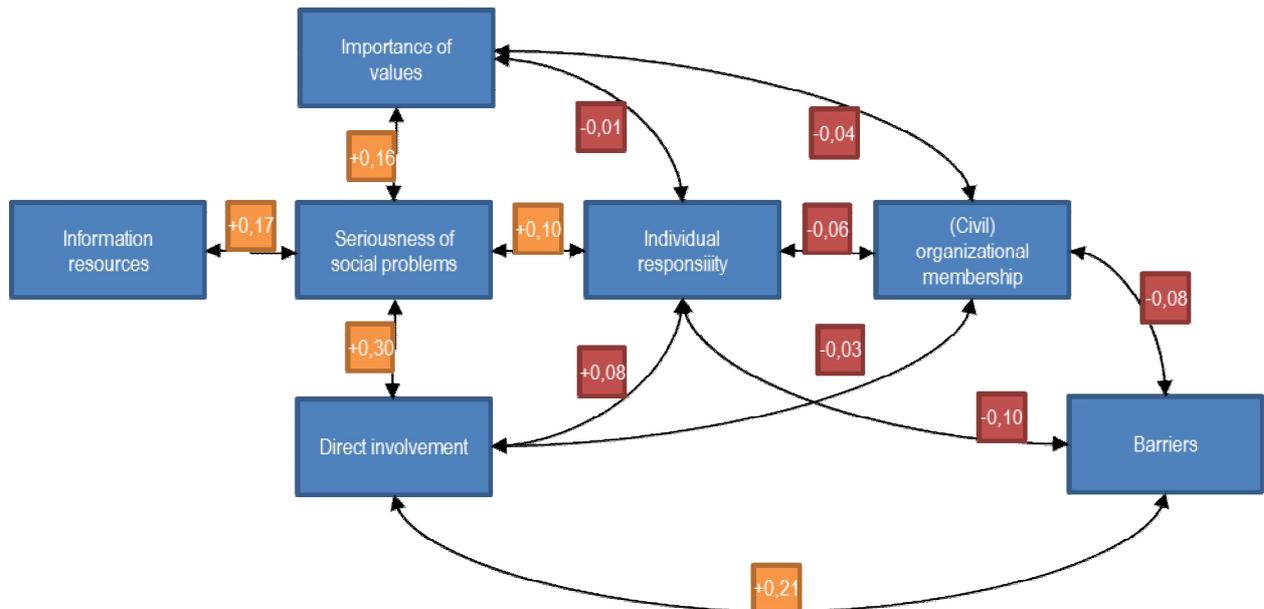
Figure 11 The model of population's social sensitivity and self-management activity

(Source: Compiled by the author)

We can measure very low correlation among the extent of individual activity, the degree of individual responsibility and the judgement of roles of hindering factors. In our social marketing model we could prove relatively low correlation among the following factors: importance of values, perceived severity of social problems, information collection habits, and between the factors of perceived severity of social problems and individual responsibility, as well as between direct involvement and the hindering factors.

When investigating the communicational tools and resources of information collection among the most important ones electronic and printed media appeared with personal (friend, acquaintance) media, internet and workplace. In less case active information collection in non-governmental organizations and professional events were also mentioned.
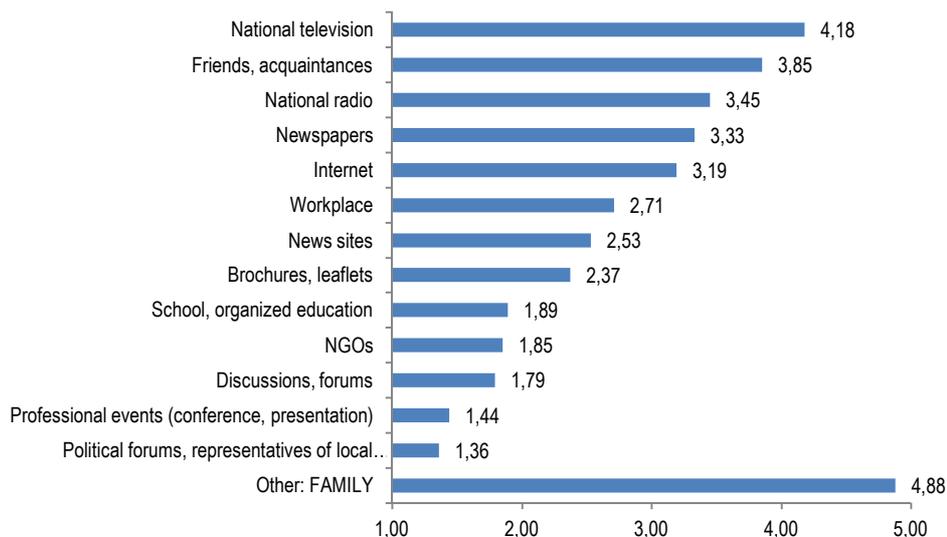

Figure 12 Orientation, information resources on social issues, problems and their solutions

Complied by the author – OTKA research

The first segment has low information intensity from the emerging three segments during cluster analysis; the second group is rather passive, while the third one prefers active tools.

The empirical research results showed investigated one part of integrated social marketing model approach: decision and activity behaviour of the population involved. In the first approach we could prove that values, personal involvement, collecting information habits all have effects and relationship with the evaluation of social problem importance that can influence both personal responsibility and the willingness to act.

Our measurements show the present effects of Hungarian social situation and the boundaries emerging from the underdevelopment of civil sphere.

At the same time the necessity of integrated social marketing value strategy and stakeholder management orientation became well-perceived as well as its duties, opinions, behaviours, content direction of activity influence and the elements of marketing tools applicable.

Barrier of the research result is the following: there is no information on what is characteristic for the connection with other stakeholders of social marketing. This relationship is needed to have an integrated approach of social marketing and to develop its plan, realization process. It seems essential to have further element and parameter analysis within the present decision, behaviour model.

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