SELF-DIRECTED SOCIAL MARKETING: AN EXPLORATION

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SOCIAL MARKETING IS NOT (ONLY) WHAT SOCIAL MARKETERS DO

Traditional Social Marketing Approach

- Inputs: Social marketers
- Outputs: Intended beneficiaries

Social Marketing Process

- Inputs: Social marketers
- Outputs: Intended beneficiaries
- Outcomes: Society at large

Impact
INTENDED BENEFICIARIES ENGAGE IN SELF-DIRECTED SOCIAL MARKETING

Inputs
Social marketers

Outputs
Intended beneficiaries

Outcomes
Society at large

External change agents

Internal change agents

Other-Directed Social Marketing (ODSM)

Self-Directed Social Marketing (SDSM)
SELF-DIRECTED SOCIAL MARKETING CAPTURES CITIZEN AGENCY

- Self-directed social marketing is social marketing...
  - ... Directed at oneself
  - ... Directed by oneself

- It violates the separability assumption
  - that social marketers (‘us’) and the intended beneficiaries (‘them’) are mutually exclusive groups

- It may be
  - Conscious (e.g. conscious goal-setting and goal-striving)
  - Unconscious (e.g. behavior changes without premeditation)

- It is possible to engage in it
  - Individually
  - Collectively

- It may be embraced by people who do not wish to be influenced (‘manipulated’, ‘helped’...)

  "My friend and I decided to quit ... and go on vacation with the money [saved]; 6 months later we went to Amsterdam."

  "Smoking is personal, and quitting it will be too"
HOW CITIZENS ACTIVELY SHAPE THEIR SITUATIONS: THE SDSM CYCLE


“...I changed my circle of friends ... [there were] fewer smokers [around], I went out less during breaks [at work] ... in the end I no longer had the urge to smoke.”

Seeking new or repeated exposure to certain situations; avoiding certain situations; replacing particular situations; transforming specific situations (transforming their objective characteristics, transforming their meaning)
THE DIRECT INFLUENCE OF ODSM IS ON THE OBJECTIVE SITUATION

- Social marketing offerings
- Objective situation
- Person
- Experienced situation
- Behavior

‘Stimulus’ → ‘Response’

“like being trapped in the body of an old person”
## Conceptual Implications

<table>
<thead>
<tr>
<th>Concept</th>
<th>Implications</th>
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<tbody>
<tr>
<td>Behavioral influence</td>
<td>Other-directed social marketing influences behavior <strong>only indirectly</strong></td>
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<tr>
<td>Social marketing offerings</td>
<td>When properly delivered, offerings become <em>integrated in the objective situation</em> that intended beneficiaries face</td>
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<td>Competition</td>
<td>The offerings are a tiny subset of the vast array of elements <em>competing for beneficiaries’ dispositions</em>. SDSM can proceed without any ODSM.</td>
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<tr>
<td>Experience</td>
<td>The intended beneficiaries experience the altered objective situation, <em>each in their own way</em></td>
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<tr>
<td>Behavior</td>
<td>According to how they experience the situation, the intended beneficiaries may adapt their behavior</td>
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# PRACTICAL IMPLICATIONS

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<td><strong>Research</strong></td>
<td>Take the intended audience <strong>SDSM cycle as starting point</strong>, identify and analyze <strong>relevant situations</strong>, <em>(objective and experienced)</em>, and assess how to influence them <strong>as basis for designing the offerings</strong></td>
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<td><strong>Segmentation and targeting</strong></td>
<td>Consider the <strong>segmentation and targeting of situations</strong>, possibly in combination with <strong>behaviors and/or persons</strong></td>
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<td><strong>Behavioral objectives</strong></td>
<td>Set-up <strong>an enabling framework for the intended beneficiaries to self-commit to the behavioral objectives</strong></td>
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<td><strong>Monitoring and evaluation</strong></td>
<td>Consider introducing measures to <strong>support introspection and self-monitoring</strong> by the intended beneficiaries</td>
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## ACCOUNTABILITY IMPLICATIONS

<table>
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<th>Inputs</th>
<th>Outputs</th>
<th>Outcomes</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nature</td>
<td>Resources</td>
<td>Offerings</td>
<td>Influenced behaviors</td>
</tr>
<tr>
<td>Source</td>
<td>Ecosystem (including society at large)</td>
<td>Social marketers</td>
<td>Intended beneficiaries</td>
</tr>
<tr>
<td>Evaluator of value</td>
<td>Social marketers</td>
<td>Intended beneficiaries</td>
<td>Society at large</td>
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- **Other-Directed Social Marketing**
- **Self-Directed Social Marketing**
# DEFINITIONAL IMPLICATIONS

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<tr>
<td>Social value creation</td>
<td>Social marketing is concerned with the provision of offerings that have value for the intended beneficiaries and influence their behaviors in ways that have value for them and for society at large – an update of the <em>key social marketing principle</em> (French &amp; Russell-Bennett 2015)</td>
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<td></td>
<td><strong>ODSM does not create value: it facilitates value creation:</strong> (1) Value is always uniquely determined by the beneficiary (Vargo &amp; Lusch 2016), and (2) Value is experiential and situated (Grönroos &amp; Voima 2013)</td>
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<td>Citizen orientation</td>
<td>Beyond the study of the intended beneficiaries, <strong>SDSM is about citizen agency, the basis of democracy.</strong> In contrast, commercial marketing caters to customers and acts on their behalf, ultimately in the interest of commercial interests (Firat &amp; Dholakia 2006).</td>
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REFERENCES


THANK YOU!

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