

The Social Problem Sensitivity of the Hungarian Population and Their Social Marketing Sensitivity

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SUMMARY

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

Keywords: Social problem identification, value community, stakeholder management, integrated social marketing, theory of reasoned-action, theory of planned-behaviour,

Journal of Economic Literature (JEL) code: M30, M38

SOCIAL MARKETING AND ITS INTEGRATED MODEL

According to the latest and most accepted approach (Kotler–Zaltman 1971) 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 differ as to the professional approach to social marketing. We can identify two basic trends: institute-oriented and problem-oriented perspectives. These are summarized below:

An institution-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 institutions (health, social organizations) political institutes, cultural and religious institutes, and foundations. With the liberalization of the statutory regulations more public services fall partly or fully under market regulation a mechanism, which makes traditional marketing tasks more significant.

A problem-oriented perspective is when marketing focuses on activities (many members with different activities, etc.) to solve problems: namely, the development of towns or regions, the welfare of their inhabitants, regional marketing, the

problems of environment protection, health protection, the issues of rehabilitation, humanizing the labour world, problems of support, recreational issues, decreasing and preventing crime, developing education, protecting minorities, culture and its values.

In the wider interpretation, beside the settlement of many issues social marketing raises many unsolved academic and professional problems. Some of them are the following:

- there are still disputes and reservation about the approach of non-profit oriented marketing, that is mainly about the content of a plural view of marketing science, dealing with the interpretation of marketing that concerns special exchange and transactional relationships (Kandler 1980, Bruhn and Tilmes 1989).
- opinions are different about the frames and limits of social marketing, for example to what extent business marketing covers these issues, and how it connects if it does connect to the corporate social responsibility of business marketing.

What does social marketing have to do? It has to change attitudes and behaviours in order to achieve something beneficial (for example to make pregnant women give up smoking, to make people and organizations prevent catastrophes, to make people use condoms in certain sexual situations, to improve water quality, etc.). "Social marketing is the application of marketing for influencing a target so that they 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).

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 more utility than the effort of the behavioural change.

New forms of behaviours have to be more highly valued than before. For example in order to give up smoking a person has to see the utility of his/her act: 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, a 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 in 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 them in order to change the behaviour of the target group in such a way that the given target group and the society also benefit (health, security, environment, public life, etc.). Certainly misunderstandings may arise in connection with social marketing. Some of the most common are listed below.

- Social marketing is not the same as social advertising. An advertisement is just a device, but social marketing is much more than a simple advert because it is the development of a whole problem-solving campaign program.
- Social marketing is not manipulation, but 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 a social network, public/social media.
- Social marketing is not the same as support, providing certain goods, products for free or at a discount price.

How do business and social marketing differ?

- while in business marketing the marketing process is a concrete activity supporting sales of a product or service, in 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, benefit
- while in business marketing the choice of the target group happens on the basis of demand capacity, in social marketing the target group is assigned by the effects of their undesired activity
- while in business marketing the competitor is another business, in social marketing the competitor is the current undesired activity and its advantages and costs, the competing values, and the organizations who have an interest in it.

In most cases social marketing is a more difficult task than solving a commercial situation because it requires complex, multi-player, multi-factorial problem handling. In this case several levels of marketing have to be co-ordinated and

integrated (state, local governments, professionals and NGOs and companies).

Despite 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 a need for conscious analyses and specific market research,
- 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 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” (Andreasen 2006: 25).

The most important characteristic of social marketing is that it develops the traditional business marketing practice as well because handling social values, questions and social responsibility appears not only as an external duty or sacrifice but as an organic part of business interests. It increases practical efficiency, based on the widening network cooperation that is also needed. So it can legitimately fit into Meffert’s marketing development trend (Meffert 2000).

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 search for those individuals and organizations that have the same values, are open to these values and that have same interests in connection with these values. The basis of social marketing is the analysis of values because it is difficult to judge and understand what kind of values somebody has. It is obvious that various social research studies 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. The 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 the same objectives do not necessarily mean that the members also want the same thing. For example, ‘freedom’ does not mean the same to a conservative and a liberal person. It is not easy to agree. so in order to bring the competent members, organizations together to 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 are to lose those who share other ideas. Deep relations come true only through 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 for values that can be shared by the largest portion of the public, or
- specialization in value set.

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

- How seriously do we consider our values?
- Are we interested in others with different views or attitudes?
- Which form of cooperation disturbs the value identity of the organization?
- Which aspect of our work creates the core activity and 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 areas – as for topics about orphans, or the education, feeding, and medical treatment of children from disaster stricken, poor countries – stakeholders would only have conflicts if 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 support of 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 their Mission and Vision during their conscious activity. Defining a short, efficient mission is the essence of what goals and values guide an organization, community. Of course the 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 the vision has a significant role because it defines a future desired state. We can reach this state and the goals behind it by a series of strategic and tactical decisions.

In the case of social problems it is also true that marketing is the art of opportunities, therefore opinions are also different about whether planning and conceptual activity is necessary or not. Planning inappropriately often happens when only reactions take place without real planning, when our everyday is determined by practical happenings and when we design the details without strategy and tactics. In the 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 the 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 that of strategic creativity, but complicated planning can rule and hinder activities and events.

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

Phase 1. Preparation, initiation of program and action

- Action: defining task, what to achieve in what time, what kind of problem(s) to solve, how much chance we have for that

Phase 2. Determining tasks, analysing situation

- Action: Positioning corporate identity, mission, action, identifying groups, existing communicational paths

- Feasibility analysis: collecting external and internal ideas, opinions, cooperation, opponents, weaknesses, opportunities, defining hypotheses, structural questions (Mind Mapping), SWOT, determining final task

Phase 3. Goals and strategy

- Action: defining marketing-goals, basic strategy, determining budget, time schedule, responsibilities.

Phase 4. Tactics and planning

- Action: planning tactic happenings, planning ideas creations, communication actions, criteria of controlling, action plan, brief preparation, tests, detailed cost plans, media planning, etc.

Phase 5. Preparing realization

- Action: contracting, production and distribution, preparing media and service contracts, operative planning, quality assurance.

Phase 6. Carrying out actions

Action: carrying out actions, monitoring, feedback, reactions to change

Another six-phase approach (CDCynergy 2012) is similar but introduces a more complex program planning process and focuses more on multi-organisational cooperation process, which I also prefer to do.

Phase 1. Describe and identify problem

- problem description, data evaluation, summarizing rationality
- analysing the content of strategic teams, organisations and individuals
- summarizing SWOT analysis

Phase 2. Carry 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.)

Phase 3. Create marketing strategy

- defining target group and determining behaviour and methodology, program resource, budget, intervention-mix,

Phase 4. Plan interventions

- detailed program, services, initiations, educating employees, detailed work plan and communication plan

Phase 5. Monitoring and evaluation planning

- determining indicators, monitoring methods, evaluation plan

Phase 6. Implementation and evaluation

- carrying out interventions, feedback to partners and stakeholders.

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

The first phase is a survey that aims 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

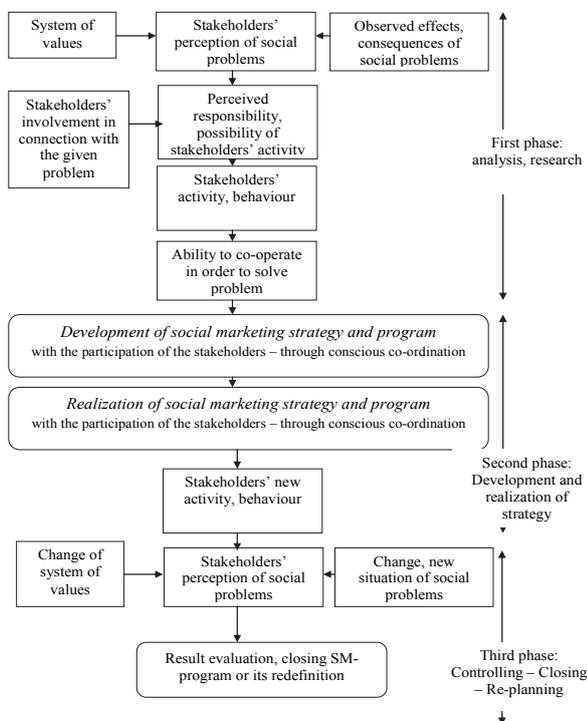
given problem an integrated social marketing strategy and program can be planned that will change the actions and behaviours towards the desired goals accepted by society. This plan has to be in connection with all the stakeholders.

In the third 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 completed or continued after re-planning.

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

A basic feature of the model is 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 and developing and has become more precise and extended in the last decade. We can find the idea among the suggestions in the previous pages and in our model that problem solving and the activity of social marketing need more complex and integrated handling, with a number 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, a stakeholder can be a group or individuals who are able to exert influence to reach organizational objectives or that are influenced by organizational objectives. According to a narrower concept, a stakeholder can be a group or individual upon whom the long-term operation of the organization depends (Freeman and Reed 1983. 91.p.).



Complied by the author

Figure 1. Integrated Social Marketing – as an Analysis, Decision and Execution Process

We can meet the following typical stakeholders in the 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,
- the state (governmental, local governmental organizations)
- service providers
- consultants,
- coordinators,
- wide publicity,
- communication channels, media
- competitors, others with different interests.

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

As we have seen, treating social marketing stakeholders as management begins with a significant analytical task that has the following steps:

- Identification, who those and in what aspect they have importance; formal and informal relationships regarding the given social issue or 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,
- stakeholder segmentation, its aim is to make it easier to handle certain target groups by systematization (status, political view, whether the organization is for or against it, how passive or active it is, how close the relationship is),
- understanding the 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 are they 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 attempts 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 conscious stakeholder management with the help of a well-coordinated strategy and programs.

RESULTS OF THE EMPIRICAL RESEARCH TESTING THE MODEL

In the following pages a partial analysis of an 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 investigates the behaviour of the Hungarian population. Its aim is to explain how the Hungarian people and individuals try to participate in perceiving and handling social problems, their expected activity, and it also aims to explore the determinants of the activity in order to support the possibilities of an integrated social marketing approach. The survey was carried out by written questionnaire. The interviewers used a sample of 1603, where people 18 and above 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 studies were carried out in order to handle and decrease mainly environmental behaviour and to investigate environmentally conscious behaviour and activities. Their test models and solutions inspired us. Among other studies, we 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 Fishbein (1980) emphasize that attitudes do not have a direct effect on behaviour, only influence action intentions. Action intention will change 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 (Ajzen 1985; 1991) and it was used when our model was prepared.

Our research questions were the following:

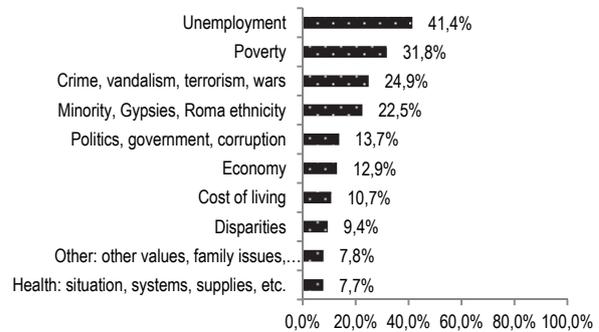
- > what social problems do people perceive, and how important they are?
- > what is their individual involvement in connection with certain problems?
- > what kind of individual and other organizational responsibility and/or opportunity do they feel in handling these problems?
- > what are their information collection habits in connection with these questions?
- > what kind of conscious behaviour or non-governmental organizational activity is characteristic when people handle problems?
- > What kind of barriers to 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 perceived importance?
- > How closely related are the evaluation of problem severity and problem involvement?
- > What is the relation among the importance of problems, personal involvement, personal responsibility and task evaluation?
- > What are relationships among problem involvement, responsibility, activity and non-organizational governmental role?

The respondents had to name Hungary's most important social problems spontaneously when answering the first questions. Their answers are shown in Figure 2.

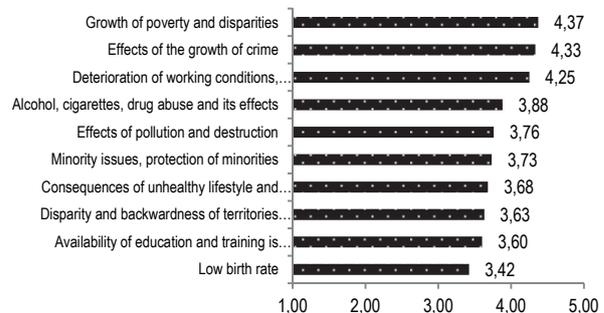


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Figure 2. Hungary's Most Important Social Problems with Spontaneous Mention

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

In the following question respondents had to evaluate the severity of the previous problems on a scale of 1-5, with five being most serious. The results had a significant relationship with the issues spontaneously mentioned.



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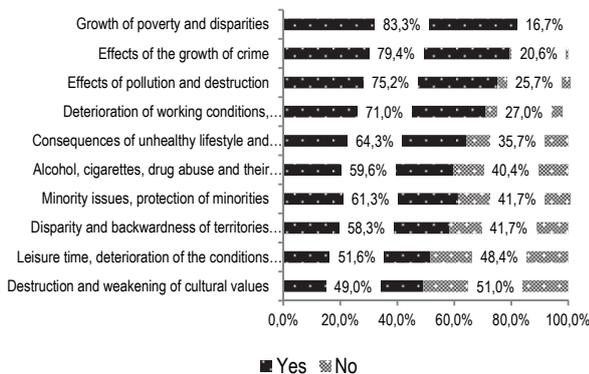
Figure 3. Perception of Severity of Hungary's Social Problems

The 19 different problems mentioned can be reduced to six 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 following:

- external, directly not experienced 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)
- factors of territorial and regional problems
- factors in connection with cultural values
- factors hindering individual ambitions (educational, training conditions, leisure problems)
- Two significant segments can be measured when evaluating the severity of social problems
- A problem-sensitive, pessimistic group (53.4%) where members are mainly older people (46-60 years), retired people, less educated, and 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.

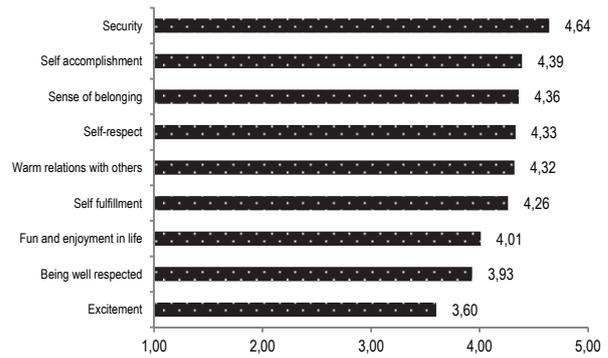
The analysis of respondent involvement in the given problems shows interesting results. The nine problems with above 50% involvement are shown in Figure 4.



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Figure 4. Involvement in Social Problems

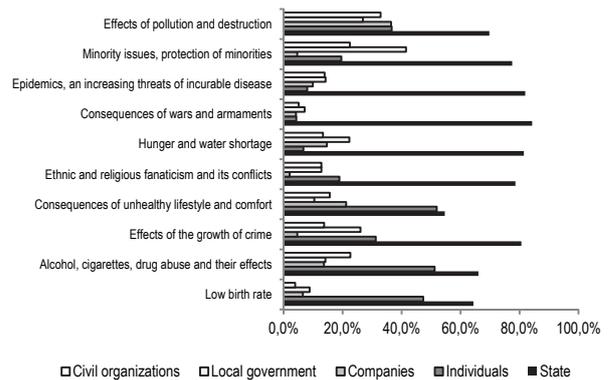
To investigate the values and priorities of the Hungarian population and the roles of certain values we used Kahle's scale (1983, List of Values (LOV)). Results were in the following order (Figure 5): security, sense of efficiency, belonging somewhere, self-respect, good relationships, self-realization, enjoying life, recognition, and excitement. It is an interesting relationship that the younger generation, people with secondary school qualifications, white collar workers, students, and those with big families consider values more important.



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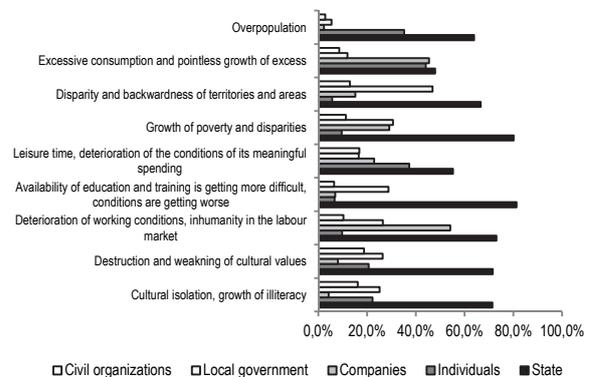
Figure 5. Importance of Values Among the Respondents

Different groups were named by the respondents in connection with handling different social problems – this was the answer to the question of who has to solve the given problems. As seen in Figures 6 and 7, the respondents emphasize the role of state and its institutions, but individual responsibility also appears in their answers.



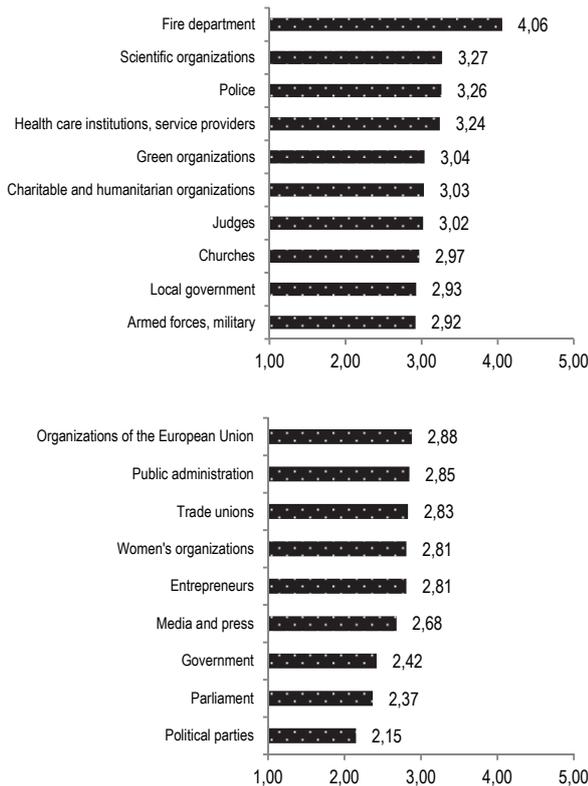
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Figure 6. Who Do You Expect to Solve the Problem?



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Figure 7. Who Do You Expect to Solve the Problem?



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Figure 8. How Much Do You Trust These Organizations?

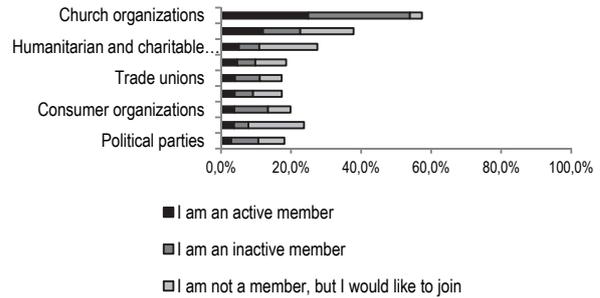
Figure 8 shows responses to the question “How much do you trust these organizations?”. Respondents’ confidence is not proportional to the tasks of the state and its organizations. Therefore, confidence in scientific and non-governmental organizations is significantly higher than that in members of public 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 small proportion of respondents, except for religious organizations, with 20%, as shown in Figure 9.

There is a segment of 20% within the 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.

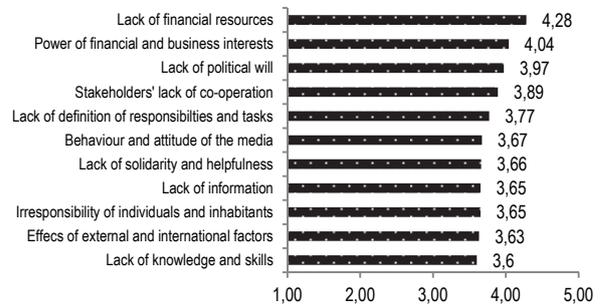
Hindering factors of solving social problems were always evaluated to have a significant role. The most important ones were, for example, the following: shortage of financial resources, power of business interests, lacking political intentions, lack of stakeholder’s co-operation, and not determining 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 evaluates the importance of

barriers lower and can be characterized with taking responsibility in fewer cases.



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Figure 9. Current and Planned Voluntary (civil) Organizational Membership



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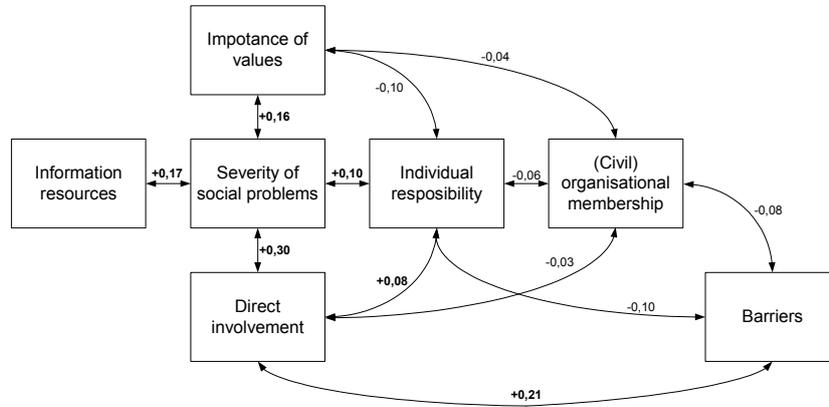
Figure 10. The Barriers to Social Problems

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 statistical methods. In all cases 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 on what variables the sets contain that can be measured on scales. Methods like these were principal component analysis, mean calculation, penetration calculation of different answer. A common feature of the methods is that the resulting variables can always be measured on a 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 the pairs of variables examined.

A 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 correlated. The closest relationship, between direct involvement and the severity of the perceived problems, shows that respondents mainly deal with their own perceived problems and the handling of these problems. The higher the severity of the social problem is, the higher the

individual responsibility that can be perceived, with a growing intention to act for which no stronger non-governmental organizational activity is linked to this. One reason for this is that in Hungary the 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.

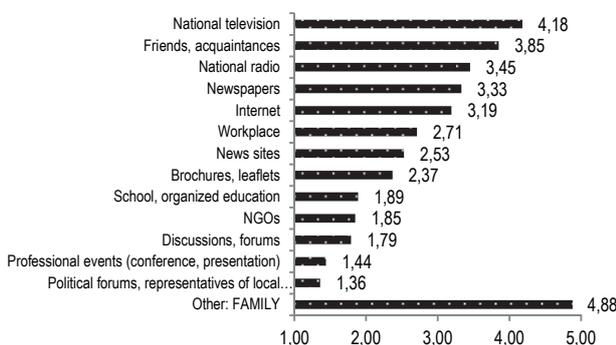


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Figure 11. The Model of Population's Social Sensitivity and Self-management Activity

We can measure a 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 a 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 of electronic and printed media, there also appeared personal (friend, acquaintance) media, the Internet and the workplace. In fewer cases active information collection in non-governmental organizations and professional events were also mentioned.



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Figure 12. Orientation and Information Resources on Social Issues, Problems and Their Solutions

Three segments for information gathering could be identified during cluster analysis. The first segment has low information intensity; the second group is rather passive, while the third one prefers active tools.

CONCLUSIONS

The empirical research results showed one part of an integrated social marketing model approach: the 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 on and a relationship with the evaluation of social problem importance, which can influence both personal responsibility and the willingness to act.

Our measurements show the present effects of the Hungarian social situation and the boundaries emerging from the underdevelopment of the civil sphere. At the same time the necessity for an integrated social marketing value strategy and stakeholder management orientation was highlighted, as well as its duties, opinions, behaviours, content direction of activity influence and the elements of marketing tools applicable.

The main limitation of the research is that there is no information on what is characteristic for the connection with other stakeholders of social marketing. The knowledge of this relationship is needed to have an integrated approach of social marketing and to develop the planning and realization process. It seems essential to carry out further element and parameter analyses within the present decision and behaviour model.

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