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A comparison between social marketing and
corporate social marketing

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Abstract

This paper examines and compares social marketing (SM) and corporate social marketing (CSM). Our world nowadays is facing some severe problems such as climate change and excessive alcohol consumption. Social marketing could help tackle these prominent issues.

Current literature mainly focuses on SM or CSM and on how they can help with certain social causes. However, it does not compare SM and CSM and their effectiveness. This research will shed more light on this comparison and on which of the two is more effective in changing consumer behavior. This will be explored while also looking at the effects of the perceived trustworthiness of the message and the presence of evidence in the message.

First, current literature is reviewed to establish which variables affect this research. Then a questionnaire with four different manipulations is conducted to gather data on the topic. To analyze the different variables and how they affect each other, a regression analysis is performed using Hayes' PROCESS procedure for SPSS version 4.1. Model 7 of the Process procedure.

After analyzing CSM and SM effectiveness in changing consumer behavior, this research affirms that there is evidence to suggest that CSM is more effective than SM.

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Introduction

Introduction to social marketing

As The New York Times (2022) states, “The science is clear: The world is warming dangerously, humans are the cause of it, and a failure to act today will deeply affect the future of the Earth”. Climate change is one among many significant issues the world currently has to deal with (United Nations, 2022).

Social marketing can help tackle these significant issues the world is facing. It can, for example, help deal with climate change by trying to convince people to live more sustainably (Raducu, Soare, Chichirez, & Purcarea, 2020). Furthermore, social marketing can be used to increase environmental sustainability and thus help conserve biodiversity (Verissimo, 2019).

Previous research describes social marketing as “the design, implementation, and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication distribution, and marketing research” (Kotler & Zaltman, 1971, p.5). Examples of social marketing are a campaign carried out by the government that tries to convince people of all the negative sides of smoking or a World Wide Fund of Nature campaign to convince people to help preserve the rainforest. An example of social marketing in the Netherlands is the so-called water campaign. This campaign aimed to get children to drink less sweetened drinks. This campaign was an expansion of the Rotterdam Lekker Fit campaign, which was started by the municipality of Rotterdam (Jansen, Kruitwagen-van der Gaar, Blanchette, & Raat, 2017). Another example of Dutch social marketing is the smoke-free generation initiative. By using social marketing, the Dutch Heart Fund, the Dutch Lung Fund, and KWF (Queen Wilhelmina Fund for the Dutch fight against cancer) are trying to accomplish a new smoke-free generation. (Rookvrije Generatie, 2022).

Corporations can also initiate social marketing. This is called Corporate Social Marketing (CSM). Research shows that social marketing done by corporations is appropriate and may also be more effective than social marketing done only by governments and non-profit organizations (Polonsky, The role of corporate social marketing, 2017). Moreover, CSM appears to increase trust in the company when consumers perceive the messages as driven by company values (Inoue & Kent, 2014). This leads to a possible win-win situation in terms of social marketing. For the population in a country like the Netherlands, CSM could help to improve their behavior while at the same time benefitting the company in terms of a potential increase in profit.

However, research also mentions that there may be inappropriate corporate participation in social marketing (Polonsky, 2017). Problematic participation in CSM, for example, happens in the alcohol industry. Research shows that by utilizing imprecise slogans and other advertising tactics, the alcohol industry has turned these former prevention messages into marketing tactics that make critics and consumers happy. However, it does not influence the public health (Barry & Goodson, 2010).

Problem definition

Precious research has shown that CSM could be better than SM in changing consumer behavior, but this is not always the case. This research will dive deeper into the differences between CSM and SM and the effectiveness of both in changing consumer behavior for the better.

Furthermore, the author will research whether the trustworthiness of the CSM/SM messages has a positive mediating effect on the earlier described main effect. Lastly, the author studies whether and to what extent there is a moderating effect of the presence of evidence in the CSM/SM messages on the relationship between CSM (vs. SM) and the trustworthiness of the messages. The following questions will thus be investigated in this research.

Main research question

- *How does corporate social marketing (compared to social marketing) influence consumer behavior regarding the marketing objectives?*

Sub research questions

- *How does corporate social marketing, compared to social marketing, influence the perceived trustworthiness of the message?*
- *How does the perceived trustworthiness of the message influence consumer behavior regarding the social marketing objectives?*
- *How does the presence of evidence influence the difference in the relationship between CMS vs. SM and the “perceived trustworthiness of the message”?*

Academic relevance

Current research either focuses on SM or on CSM. A comparison, however, has not been made. Next to that, current papers, such as a paper by Haley (1996), mainly focus on what message characteristics in CSM are effective and which are not. Other papers mainly research how CSM influences trust in a company and how CSM influences consumer behavior (Inoue & Kent,

2014). In this research, the author makes a comparison between CSM and SM and their effectiveness. He does this while also examining the effect of the presence of evidence on the relationship between CSM (vs. SM) and the perceived trustworthiness of the messages. Furthermore, the author examines the effect of how CSM (vs. SM) influences the perceived trustworthiness of the message (which could then again influence consumer behavior) This will thus be new to the literature and will help understand which of the two, CSM vs. SM, is more effective and how the presence of evidence and the perceived trustworthiness of the message influence this.

Managerial relevance

As previously stated, this research will investigate how people's behavior can most effectively be changed for the better, for the social good. This research will thus be especially interesting for managers who are committed to their customers and want what is best for them. It might also be interesting for governments or other non-profit organizations wondering how to change consumer behavior for the better. They might choose to start a campaign themselves (SM) or to encourage companies to initiate the social marketing for the cause (CSM), depending on what turns out to be the most effective. Since this research will also test the influence of the presence in the model, it will shine more light on how one can create the most effective CSM/SM messages.

Thesis structure

The second chapter will investigate what is already known about social marketing and corporate social marketing in current literature. Then in the following chapter, a theoretical framework will be created, and hypotheses will be developed using existing literature. The fourth chapter explains the methodology used in this research. This contains, for example, the research design and the data collection method. The fifth chapter shows and analyzes the research results in order to test the hypotheses and answer the research questions. The sixth chapter contains a discussion, a conclusion, and managerial- and theoretical implications. Finally, this final chapter will also discuss the research limitations and suggest future research recommendations.

Literature review

Social marketing

Previous research describes social marketing as “the design, implementation, and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution, and marketing research” (Kotler & Zaltman, 1971, p.5).

Andreasen (1994), however, argues that increasing the acceptability of a social idea is not what social marketing is all about. He criticizes the earlier attempts that tried to define and justify social marketing since he thought these might cause confusion. Andreasen sees social marketing more as a process for developing social change programs modeled on methods used in private sector marketing. He thus came up with a new definition of social marketing: “social marketing is the adaptation of commercial marketing technologies to programs designed to influence the voluntary behaviour of target audiences to improve their personal welfare and that of society of which they are a part” (Andreasen, 1994, p.110).

In this definition, four essential features are illustrated. Firstly, social marketing is not about coercion or enforcement. It instead focuses on voluntary behavior change. Secondly, social marketing tries to initiate change through the principle of exchange. Social marketers need to recognize that there must be a clear benefit for the customer if a change occurs. Thirdly, different marketing techniques such as consumer-oriented market research, segmentation, and targeting, and the marketing mix should also be used in social marketing. And lastly, social marketing aims to improve individual welfare and society. It is not the goal to benefit the organization doing the social marketing. This is how social marketing distinguishes itself from other forms of marketing (Stead, Hastings, & McDermott, 2007).

Andreasen later also developed benchmarks for identifying an approach that could be legitimately called social marketing. The benchmarks are the following:

- “1. Behavior-change is the benchmark used to design and evaluate interventions.
2. Projects consistently use audience research to (a) understand target audiences at the outset of interventions (i.e., formative research), (b) routinely pretest intervention elements before they are implemented, and (c) monitor interventions as they are rolled out.
3. There is careful segmentation of target audiences to ensure maximum efficiency and effectiveness in the use of scarce resources.

4. The central element of any influence strategy is creating attractive and motivational exchanges with target audiences.

5. The strategy attempts to use all four Ps of the traditional marketing mix; for example, it is not just advertising or communications. That is, it creates attractive benefit packages (products) while minimizing costs (price) wherever possible, making the exchange convenient and easy (place) and communicating powerful messages through media relevant to and preferred by target audiences (promotion).

6. Careful attention is paid to the competition faced by the desired behavior” (Andreasen, 2002, p.7).

Andreasen then mentions that he does not argue that programs must have all six elements to qualify for the label social marketing (Andreasen, 2002). More recent research, however, argues that social marketing had advanced considerably in recent decades. Research shows that for social marketing to be effective, more of the social marketing benchmark criteria should be considered (Carins & Rundle-Thiele, 2014). Therefore, for an intervention to be recognized as social marketing, Kubacki, Rundle-Thiele, Pang, & Buyucek (2015) argued that all six of Andreasen's (2002) social marketing benchmark criteria should be evident.

Examples of social marketing are Greenpeace (a non-profit organization) trying to convince people to live more sustainably or the government of the Netherlands making an advertisement to try to get more people to ride their bikes instead of driving their cars. It is essential, however, to keep in mind that social marketing is done by non-profit organizations and governments. SM is not performed by organizations that strive for profit.

[Previous research on social marketing](#)

Most literature on social marketing is either focused on defining and explaining what social marketing is or on showing how effective social marketing is in a particular case. The literature on defining and explaining what social marketing is already used and described in the paragraph on social marketing. The main finding of the other part of the literature (the part showing how effective social marketing is in a particular case) is that in most cases, social marketing successfully changes consumer behavior regarding the SM objectives. This was shown in a systematic review of the effectiveness of social marketing in global health. In this paper, evidence was found to support the effectiveness of social marketing in global health. It was shown that of the 125 considered studies, around one-third reported measurable health

outcomes and that most of the evidence assessed behavioral effects or behavioral factors (Firestone, Rowe, Modi, & Sievers, 2017).

Corporate social marketing

Previous research defines Corporate Social Responsibility (CSR) as the following: “Corporate social responsibility is a commitment to improving community well-being through discretionary business practices and contributions of corporate resources” (Kotler & Lee, 2005). CSR can take many forms, such as cause-related marketing, philanthropy, and the topic of this research, CSM.

When a corporation initiates social marketing, it is called CSM. Polonsky (2017) gives the following definition of CSM “corporate social marketing has, as a core focus, activities that seek to promote the purchase or use of goods in a way that influences “behaviors that benefit individuals and communities for the greater social good” (Tapp, et al., 2013, p.1) and creates corporate value through increased sales and brand value” (Polonsky, 2017, p.269) This definition is the definition of CSM that will be used throughout the rest of this thesis. An example of CSM is firms that promote handwashing in developing countries. They do this to minimize the spread of dysentery while selling more soap (Biran , et al., 2014).

Even though CSM and more tactical marketing activities such as cause-related marketing are both forms of CSR, it is important to realize that there are significant differences between both. Cause-related marketing is said to be the process of formulating and implementing marketing activities characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-generating exchanges that satisfy organizational and individual goals (Varadarajan & Menon, 1988). CSM, however, is a deeper engagement. More tactical activities such as cause-related marketing involve firms aiming to leverage social value without connections to their core activities. Cause-related marketing is related more to changes in preferences regarding specific purchases (Polonsky & Speed, 2001) rather than focusing on long-term behavior change that improves consumer or social wellbeing. For example, companies selling soft drinks link buying their products to breast cancer research donations. This involves cause support not directly related to the company’s activities or goods. The presence of an alignment of corporate interests with segments targeted and causes does not mean that a company is focused on broader social behavior change and societal benefits. Thus, it is suggested that this will not be considered CSM (Polonsky, 2017).

Previous research on corporate social marketing

Corporate social marketing has been less researched than the other forms of CSR since scholars tend to focus on different types of CSR activities, such as cause-related marketing and philanthropy (Inoue & Kent, 2014). Other research, however, still made the statement that CSM is best for gaining a market edge while supporting a social cause (Kotler & Lee, 2005). Kotler and Lee (2005) thought CSM effects on voluntary behavior should most likely be translated into impact on customer behavior. To support their statements, Kotler and Lee (2005) also showed examples of successful CSM campaigns, such as a campaign by an insurance company called Safeco on fire safety. Other research also found a CSM campaign to be effective (Du, Sen, & Bhattacharya, 2008).

The gap in the literature

Social marketers may ask themselves whether it matters for the marketing campaign's effectiveness if corporations are the primary source of social marketing (corporate social marketing) or whether a non-profit organization is the source. When a government, for example, wants to change consumer behavior for the better, they need to know whether it will have more effect when they start a campaign themselves or to motivate companies to initiate CSM campaigns. Current literature does not shine enough light on this, even though this is an important topic. Current literature, as described before, only test whether a certain CSM or SM campaign is successful or only explains how CSM/SM works. What is not known is whether, for a specific topic, CSM or SM is the most effective in changing consumer behavior for the better. That is why this research will test this.

Theoretical Framework and Hypothesis Development

The effects of social marketing and corporate social marketing

Effects of social marketing on knowledge and attitude

Multiple studies have pointed out that social marketing can positively impact consumers' knowledge and attitude. For example, a study conducted in Nigeria measured the effect of social marketing on the knowledge, attitude, and uptake of pap smears among women living in an urban slum in Lagos. This study was conducted since Nigeria has a low uptake of cervical cancer screening and is one of the five countries representing over half of the global burden of deaths from cervical cancer. In the research, it was mentioned that essential schemes were required to improve the screening practice as knowledge seemed insufficient to promote the acceptance and use of cervical screening tests across Nigeria. Public health interventions that produced not only an increase in knowledge of cervical cancer prevention but also the practice of screening, were needed. Therefore, they used strategies to address cervical cancer prevention, the need for services, and socio-cultural, economic, and other barriers to cervical cancer screening. These interventions were designed and implemented by employing the principles of social marketing. After initiating the social marketing campaigns, the researchers found that social marketing intervention can successfully improve knowledge, attitude, and the uptake of a pap smear. Therefore, they recommended that social marketing intervention be used to improve cervical cancer screening among women living in slums (Olubodun, et al., 2022). Other research was conducted in Pakistan on the effects of social marketing techniques on attitudes and knowledge of health scholars of Liaquat University of Medical and Health Sciences Hospital Hyderabad Sindh. This research showed that social marketing made social products acceptable by changing the knowledge, attitudes, behavior, and the audience's performance (Rahoo & Baladi, 2021). These studies thus show us that social marketing can be used to increase the knowledge of and attitudes towards certain phenomena.

Effects of social marketing on behaviors

Several studies have also shown that social marketing can change people's behaviors. An example is a study conducted in Australia on the effect of social marketing and community mobilization on the age of uptake and levels of alcohol consumption by Australian adolescents. The intervention for the study was grounded in social-ecological theory, which assumes that behavior is influenced at an individual, family, organizational, policy, and environmental level. Using these leverage points, the intervention aimed to reduce the availability of alcohol to adolescents under 18 years old and reduce the intentions of adolescents to consume alcohol

before the age of 18, or in case they are already drinking alcohol, reduce the number of times they drink alcohol. The intervention of this research consisted of two essential parts. The first part was community mobilization, and the second was a social marketing campaign. The researchers found that Community mobilization and social marketing have been demonstrated to be effective strategies for reducing alcohol consumption (Rowland, et al., 2013). This research thus shows the effect social marketing could have on the behavior of the targeted people.

Other healthcare research agrees that social marketing can be effective in health care treatment, to educate both providers and consumers, just as it has been in health promotion and disease prevention. The evidence suggests that the social marketing principles of behavior change can influence health care provider behavior and consumer decision-making through several message strategies and channels. It is thus shown that also in the healthcare sector, social marketing is effective in changing people's behavior for the better (Evans & McCormack, 2008). Several other studies found the same results of social marketing changing people's behavior and thus support the conclusion that social marketing can have a significant effect on the behavior of the targeted people (Sweat, Denison, Kennedy, Tedrow, & O'Reilly, 2012; Yildirim, 2021)

Effects of corporate social marketing

The effect of CSM on customer behavior has not been widely researched. This is due to a tendency of scholars to focus on certain types of CSR activities, such as cause-related marketing and philanthropy (Inoue & Kent, 2014). For example, a review of existing CSR studies showed that more than half of the 163 articles investigated cause-related marketing (51 studies) or corporate donations (33 studies). However, none of them focused on the effect of CSM initiatives on consumers (Peloza & Shang, 2011).

The following statement, however, was made by researchers:

“Best of Breed: When it Comes to Gaining A market Edge while Supporting a Social Cause, “Corporate Social Marketing” Leads the Pack” (Kotler & Lee, 2005, 92).

According to Kotler and Lee, behavior change sets CSM apart from other more familiar corporate social initiatives, such as corporate philanthropy and community volunteering. These other forms of corporate social initiatives mainly endeavor to raise money, goodwill, and awareness of a cause and a brand, but not to change people's behavior. For CSM, however,

behavior change should always be the initiative's primary goal. This behavior change is generally for improving health, safety, or the environment. They believe that, in terms of support for marketing goals and objectives, including brand positioning and preference, market development, and increased sales, CSM is “best of breed” among alternative corporate social initiatives because corporate social marketing influences behavior. Kotler and Lee (2005) mention some examples of successful CSM campaigns to support these claims. Another research that found CSM's effect on consumer behavior is a study on the effectiveness of a CSM program to promote oral care behavior on participants' intended health and customer behaviors. The results showed that this program successfully changed the customer's behavior toward oral health and further benefited the company through the participants' increased reciprocal behavior (Du, Sen, & Bhattacharya, 2008).

Polonsky (2017) even argued that CSM might be more effective than social marketing undertaken solely by non-profits or governments. He said corporate organizations might be better at implementing marketing and educational programs. This is since they have more expertise in communicating the value of adopting given behaviors (i.e., purchasing their goods and services). This means they could use this expertise to make consumers adopt socially desirable behavior (CSM).

Since Kotler and Lee (2005) stated that CSM seems to be the “best of the breed” of corporate social initiatives, and since Polonsky (2017) argued that CSM might be more effective than social marketing undertaken solely by non-profits or governments, the following hypothesis is drawn.

H1: CSM, compared to SM, will have a greater positive effect on consumer behavior regarding the CSM objectives.

The influence of the trustworthiness of the messages on the effectiveness of CSM and SM

Relationship marketing

Hasting (2003) explained in his paper the importance of engaging in relationships while practicing social marketing. Hasting said that social marketing is founded on trust. Social marketing is not driven by profit but by a particular desire to benefit the people targeted by the social marketing initiative. In his paper, Hasting elaborated a lot on a paper from Morgan and Hunt (1994). Morgan and Hunt researched The Commitment-Trust Theory of Relationship Marketing. Relationship marketing is the establishing, developing, and maintaining of relational exchanges. Trust is a significant determinant of relationship commitment. Morgan and Hunt argued that trust is central to relationship marketing. For trust, they used the following definition “trust exists when one party has confidence in an exchange partner's reliability and integrity”. And trust has a positive influence on consumer intention. This is shown, for example, in research by Isoack, Roberts-Lombard, & Mpinganjira (2020), which showed that Customer trust positively influences the customers’ intention to purchase products and their loyalty to such products.

Possible negative effects

Such as other research shows, CSM might have a less effective or even a negative effect when the customer believes the company's messages to be egoistic- or strategic driven (Vlachos, Tsamakos, Vrechopoulos, & Avramidis, 2009). When there is no trust in the social marketing messages, it thus is way less effective. An example comes from the United Kingdom, where there were difficulties over childhood immunizations where government protestations about the safety of specific vaccines were not believed. The parents in this study were not convinced by the Department of Health's reassurances that measles, mumps, and rubella immunization (MMR) was the safest and best option for their children. Parents wanted up-to-date information about the risks and benefits of MMR to be available in advance of their appointment for the immunization. Many of the parents participating in this study did not have confidence in the recommendations of health professionals because they were aware that general practitioners needed to reach specific immunization targets (Evans, et al., 2001).

Since in most of the researched countries, the government and non-governmental organizations are less trusted than businesses (Edelman, 2021) and trustworthiness positively seems to

influence the effectiveness of (corporate) social marketing and thus the consumer behavior regarding the social marketing objectives, the following hypotheses are drawn:

H2: CSM, compared to SM, positively influences the perceived trustworthiness of the message.

H3: The perceived trustworthiness of the message positively influences consumer behavior regarding the social marketing objectives.

The effect of the presence of evidence on SM and CSM

Previous research on Corporate Social Marketing has identified the importance of message characteristics. Current papers, such as a paper by Haley (1996), have focused on what message characteristics in CSM are effective and which are not. The message characteristics researched by Haley were the timing of identification, discrepancy, message incongruity, threat, presence of evidence, comparative claims, message comprehension, and message distraction. Haley mentioned that the presence of evidence affects the credibility of the source of the marketing messages. Haley based his findings on the presence of evidence on research done by McCroskey (1969, 1970). McCroskey expected in his hypothesizing that the presence of evidence in a message would mainly have an effect when the credibility of the source is moderate-to-low. He gave two arguments to support this hypothesis. Firstly, McCroskey believed there was a point beyond which it was useless to increase credibility. Consequently, introducing evidence when the credibility of the source is already high seems futile. Secondly, he argued that since a low credible source has a lot more to gain from the presence of evidence shows that it will have a more significant effect on a message delivered by a low credible source (compared to a highly credible source). Later in his studies, he found this hypothesis, that the presence of evidence in a message would mainly have an effect when the credibility of the source is moderate-to-low, to be supported (McCroskey, 1969).

Other research that aimed to identify and categorize relevant findings on the effectiveness of social marketing also found that the presence of evidence has an effect. It was mentioned that the presence of known vs. unknown facts (the presence of evidence or not) could impact the effectiveness of social marketing (Helmig & Thaler, 2010).

The presence of evidence is thus found to increase the effectiveness of CSM and SM. What is not yet researched is if and how it influences CSM differently than regular SM. It seems, however, that the effect of the presence of evidence on the relationship between SM and perceived trustworthiness (credibility) will be more significant than its effect on the relationship between CSM and perceived trustworthiness (credibility) of the message. Haley (1996) mentioned, based on the results of McCroskey (1969, 1970), that the usage of evidence enhances the effect of a low credibility source's message. The presence of evidence seems to have less effect when the message's source is already highly credible. Recently, a report showed that, in most of the researched countries, the government and non-governmental organizations are less trusted than businesses (Edelman, 2021). The following hypothesis, therefore, is drawn.

H4: The presence of evidence has a negative influence on the difference in the relationship between CMS vs. SM and the perceived trustworthiness of the message.

Summary of hypotheses and conceptual framework

Here is a summary of the leading hypotheses tested in this research, which are further illustrated in a conceptual model (figure 1).

H1: CSM, compared to SM, will have a greater positive effect on consumer behavior regarding the CSM objectives.

H2: CSM, compared to SM, positively influences the perceived trustworthiness of the message.

H3: The perceived trustworthiness of the message positively influences consumer behavior regarding the social marketing objectives.

H4: The presence of evidence has a negative influence on the difference in the relationship between CMS vs. SM and the perceived trustworthiness of the message.

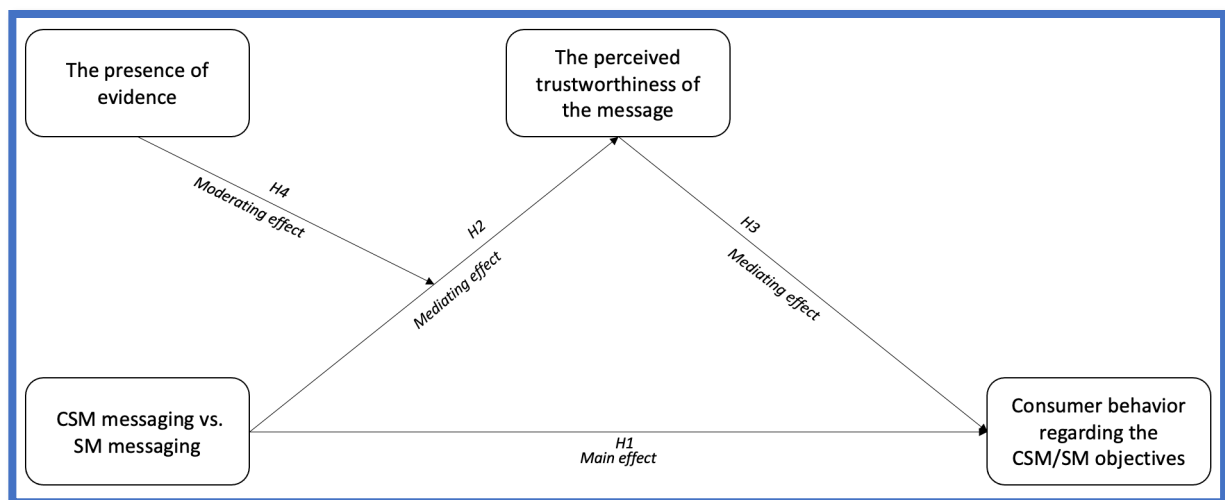


Figure 1: Conceptual framework

Methodology

This chapter will explain the methods used to test this research's hypotheses.

Research design

The experiment aims to find out how people respond to CSM. (vs. SM) and to the presence of evidence vs. no presence of evidence in the marketing messages. A quantitative research design is used to test the hypotheses and examine the relationships. This quantitative research is conducted by an online experiment via the survey software Qualtrics. The Qualtrics survey is distributed through direct and indirect acquaintances via different types of social media, such as LinkedIn, Instagram, and WhatsApp. The study has a 2 x 2 between-subjects design (table 1), resulting in four questionnaires.

		<i>Presence of evidence in the message</i>	
		Presence of evidence	No presence of evidence
<i>Type of marketing</i>	Social Marketing	Group 1	Group 2
	Corporate Social Marketing	Group 3	Group 4

Table 1: Research design

Using an integrated option in Qualtrics, the link randomly assigns the respondents to one of four questionnaires. The four different questionnaires increase the validity and reliability of the results. The author has chosen a between-subject design because it is more conservative and seems to suit this type of study more than a within-subject design. Within-subject designs may lead to specious effects. This can happen because respondents expect to act in accord with some pattern or attempt to provide answers to comply with their perceptions of the experimenter's expectations. This phenomenon is known as a “demand effect”, according to which experiment participants interpret the experimenter's intentions and change their choices and behavior to suit these intentions, consciously or not (Charness, Gneezy, & Kuhn, 2012). This “demand effect” could then thus lead to false results.

In this study, the respondents will be shown a marketing message, and accordingly, they will have to answer questions about their behavior regarding the SM/CSM objectives. The marketing messages across the four groups will be the same except for the source of the

message, a non-profit organization such as the government (social marketing) or a corporation (corporate social marketing), and for whether evidence is present or not.

Survey design

The survey will start with a small introduction about what the survey is used for and how the data will be handled. Then the respondents will be asked questions regarding their consumer behavior before the manipulation. After this, they will be shown one of the four manipulations. They will be exposed to an advertisement either initiated by the government or by Heineken and either containing evidence or not. After the manipulation, respondents will be asked whether they consider changing their consumer behavior regarding alcohol for the better (less alcohol). Respondents will then also be asked questions about to what amount they trusted the message. Lastly, respondents will be asked to fill out some general demographic questions, such as age and gender. The survey can be found in appendix 1.1.

Variables

Each of the main variables used in this research is described below. When possible, existing scales were used to measure the constructs of interest.

CSM (vs. SM) (HeinCond) is a binary variable. The variable will give a 1 when the social marketing is initiated by a corporation and a 0 when a government or non-profit organization initiates the social marketing.

The presence of evidence (EvCond) is also a binary variable. The variable will give a 1 when there is evidence present in the CSM/SM message and a 0 when there is no evidence present in the CSM/SM message.

The perceived trustworthiness of the messages is measured as the amount of confidence a person has in the truthfulness of the message. Trust will be measured by asking a participant to rate on a five-point Likert-scale certain statements that are drawn from existing literature (Soh, Reid, & King, 2013).

Consumer behavior regarding the CSM/SM objectives is viewed as the amount to which participants consider reducing their alcohol consumption. This will be measured by asking

participants to rate certain statements on a five-point Likert-scale after exposure to the advertisement. This is measured in this way because behavior-change is the benchmark used to design and evaluate interventions (Andreasen, 2002). And just as in research conducted by Rowland and others (2013), this intervention aims to reduce alcohol consumption.

Measures

The following table shows the measures used in the survey.

Variable	Scales	Source
Manipulation check	The following statements are measured on a 5-point Likert scale with (0) Strongly disagree (1) Disagree (2) Neither agree nor disagree (3) Agree (4) Strongly agree <ul style="list-style-type: none"> - After seeing the advertisement, I think the message that I viewed was sponsored by Heineken. - After seeing the advertisement, I think clinical studies were cited as evidence to support the message that I viewed. 	Author
Perceived trustworthiness of the CSM/SM messages (TrOMsg)	The following statements are measured on a 5-point Likert scale with (0) Strongly disagree (1) Disagree (2) Neither agree nor disagree (3) Agree (4) Strongly agree <ul style="list-style-type: none"> - After seeing the advertisement, I think the message is honest 	(Soh, Reid, & King, 2013)

	<ul style="list-style-type: none"> - After seeing the advertisement, I think the message is trustful. - After seeing the advertisement, I think the message is credible. - After seeing the advertisement, I think the message is reliable. - After seeing the advertisement, I think the message is dependable. - After seeing the advertisement, I think the message is accurate. - After seeing the advertisement, I think the message is factual. - After seeing the advertisement, I think the message is complete. - After seeing the advertisement, I think the message is clear. 	
<p>Perceived intention of the message sender (IntOMsg)</p>	<p>The following statements are measured on a 5-point Likert scale with (0) Strongly disagree (1) Disagree (2) Neither agree nor disagree (3) Agree (4) Strongly agree</p> <ul style="list-style-type: none"> - After seeing the advertisement, I think the organization sending this message feels morally obligated to help. - After seeing the advertisement, I think the organization sending this message has a long-term interest in the community. - After seeing the advertisement, I think the owners or employees of this organization sending this message believe in this cause. 	<p>These scales have been taken from Ellen, Webb, & Mohr (2006), where they were used to measure how much people believed the company's motives were value driven. The scales were slightly adjusted to fit the subject of this paper.</p>

<p>Consumer behavior regarding alcoholic drinks before manipulation (AlcBeh)</p>	<p>Before manipulation</p> <ul style="list-style-type: none"> - How often do you have a drink containing alcohol? ((0) Never (1) Monthly or less (2) 2 to 4 times a month (3) 2 to 3 times a week (4) 4 or more times a week) - How many drinks containing alcohol do you have on a typical day when you are drinking? ((0) 1 or 2(1) 3 or 4(2) 5 or 6(3) 7, 8, or 9(4) 10 or more) - How often do you have six or more drinks on one occasion? ((0) Never (1) Less than monthly (2) Monthly (3) Weekly (4) Daily or almost daily) 	<p>(Babor, Higgins-Biddle, Saunders, & Monteiro, 2001)</p>
<p>Consumer behavior regarding 0.0% beverages before manipulation (B_0.0)</p>	<ul style="list-style-type: none"> - Do you ever drink the non-alcoholic version of an alcoholic beverage (such as a beer with 0.0% alcohol)? 	<p>Author</p>
<p>Knowledge of the negative health effects of excessive alcohol consumption before manipulation (B_KHEA)</p>	<ul style="list-style-type: none"> - How much do you know about the negative health effects of excessive alcohol consumption? 	<p>Author</p>

Consumer behavior regarding the CSM/SM objectives (ConsBeh)	After manipulation The following statements are measured on a 5-point Likert scale with (0) Strongly disagree (1) Disagree (2) Neither agree nor disagree (3) Agree (4) Strongly agree <ul style="list-style-type: none"> - I consider having less often a drink containing alcohol. - I consider drinking less drinks containing alcohol on a typical day when I am drinking. - I consider having less often six or more drinks on one occasion. 	(Babor, Higgins-Biddle, Saunders, & Monteiro, 2001) adjusted by the author to measure the difference caused by the manipulation.
	<ul style="list-style-type: none"> - I consider drinking the 0.0% version of alcoholic drinks, more often. 	Author
Socio-demographic questions	<ul style="list-style-type: none"> - What is your age? - What is your nationality? - What is your highest completed level of education? If you are currently studying, please select your current level of education. - What is your gender? 	Author

Table 2: Measures and scales of the survey

Data collection and sample

The questionnaire will obtain the data for this research with 5-point Likert scales distributed through online social media platforms such as WhatsApp and Instagram. The author will send out the survey to as many people as possible. People will be asked to fill out the survey and, when possible, distribute it further. Data will only be used if people answer the question “How often do you have a drink containing alcohol?” with something other than never and if people answer correctly to the attention check. People that never drink alcoholic beverages are irrelevant to this research. The manipulations are solely meant for people who drink alcohol since the advertisement aims to change people’s consumer behavior regarding alcoholic drinks

for the better (drinking less alcohol). People that already never drink alcohol cannot change their consumer behavior regarding alcoholic beverages for the better and will thus not be considered in this research.

The aim is to collect at least 200 participants since previous research advises having at least 50 participants per condition (Simmons, Nelson, & Simonsohn, 2013). Since this research works with four different conditions, $50 \times 4 = 200$ participants are needed.

Data analysis method

First, some descriptive data of the sample will be analyzed using SPSS; this will be done by calculating the frequencies of the answers to the demographic questions. Then the variables with multi-dimensional scales will be checked on reliability and validity, performing different tests, such as Cronbach's alpha and the factor loadings. The hypotheses will be tested by doing a regression using Hayes' PROCESS procedure for SPSS version 4.1. Model 7 of the Process procedure (figure 2). This method will be able to test whether there are significant effects between the observed variables, including independent, dependent, mediating, moderating, and control variables (Hayes, 2018).

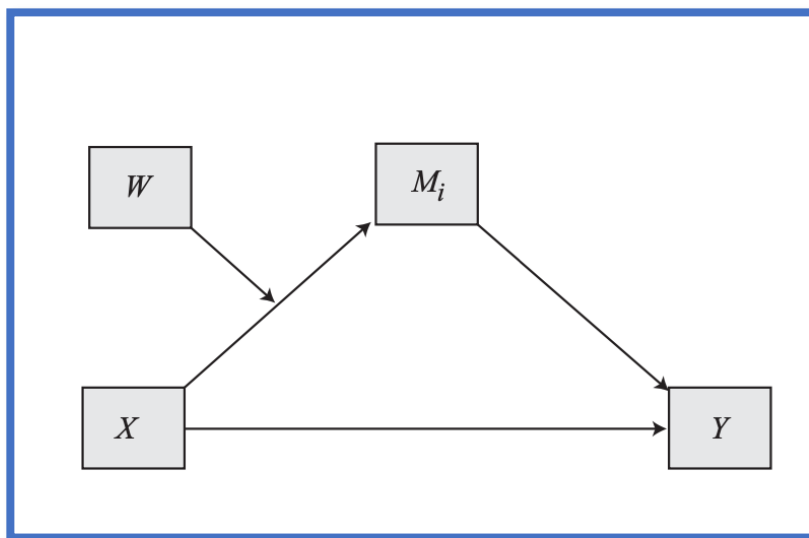


Figure 2: Model 7 of the Process procedure (Hayes, 2018)

Results and analyses

Descriptive statistics

Demographic variables

After the data was collected and the people who didn't pass the attention check or never drunk alcohol were filtered out (78 respondents), 212 remained. Most respondents came from either Italy (17.9%) or the Netherlands (64.2%), which can be explained by the distribution. Since the distribution was on social media and it was shared by the author, who mainly has Dutch and Italian contacts, it is no surprise that these nationalities show up most in the sample. The same goes for age (mainly people between 16 and 25 years old (61.5%)) and education (primarily university educated (56.6%)). The male-female distribution was 36.7% male and 62.4% female. The descriptive statistics are also shown in Figure 3.

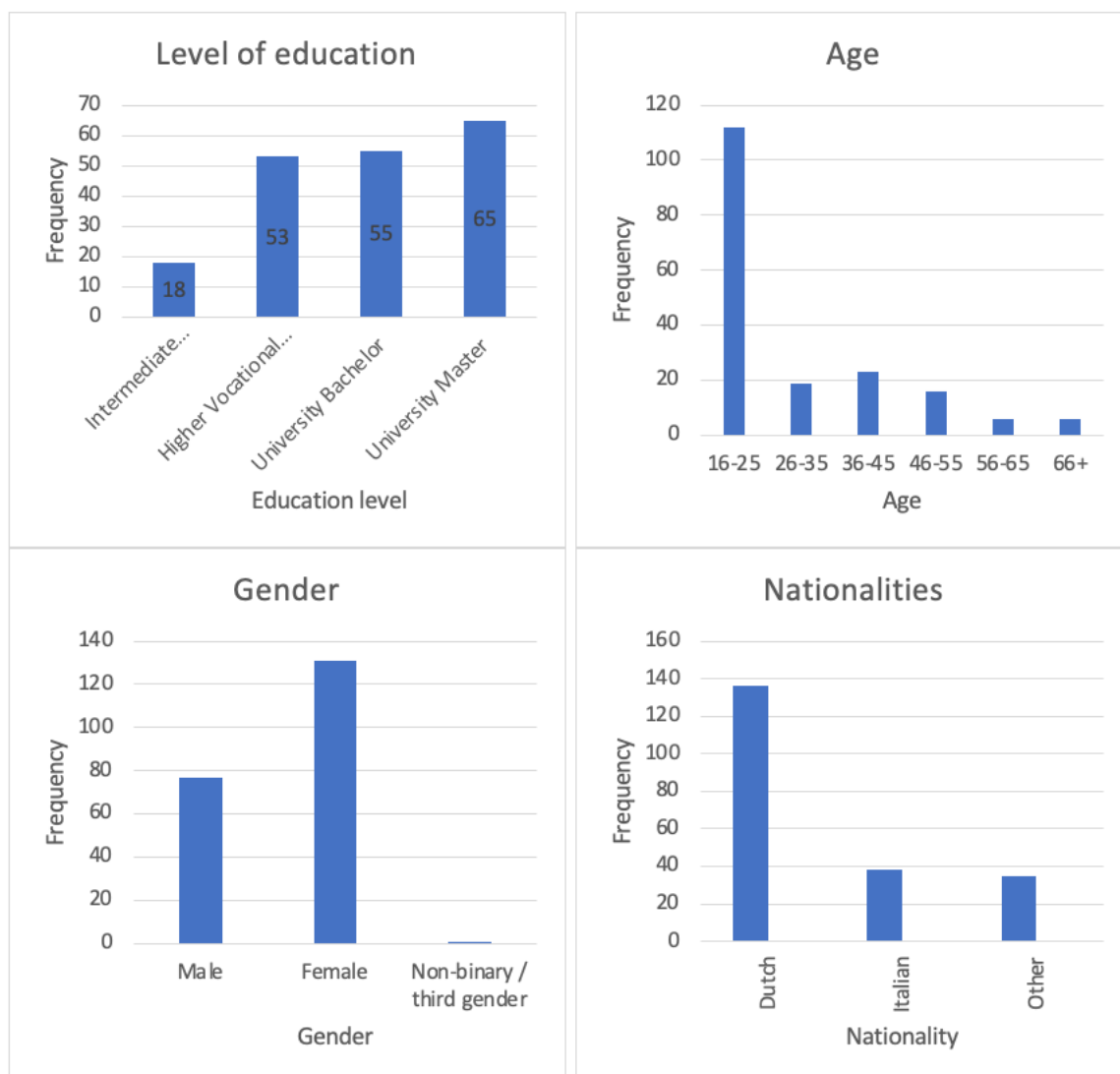


Figure 3: Demographic statistics of the sample

Non-demographic variables

The mean scores of the non-demographic variables that were measured before the manipulation are shown in table 3. The mean scores and standard deviations of the non-demographic variables that were measured after manipulation are shown in table 4. The means indicate the average of what people answered to the survey questions, and the standard deviations show how dispersed the data is in relation to the mean. This might help better understand the outcomes of the hypotheses testing.

Variable	Mean
Consumer behavior regarding alcoholic drinks before manipulation (AlcBeh)	2.5229
Consumer behavior regarding 0.0% beverages before manipulation (B_0.0)	1.78
Knowledge of the negative health effects of excessive alcohol consumption before manipulation (B_KHEA)	3.34

Table 3: Means non-demographic before manipulation variables

Group	Government x Evidence	Government x No evidence	Heineken x Evidence	Heineken x No evidence
Sample size (n)	54	53	54	51
TrOMsg mean	3.7387	3.6751	3.6800	3.6100
TrOMsg standard deviation	0.61625	0.45960	0.61338	0.46047
IntOMsg mean	3.5128	3.4969	3.2756	3.3464
IntOMsg standard deviation	0.82304	0.72978	0.81308	0.70225
ConsBeh mean	2.6934	2.9906	3.0880	3.0833
ConsBeh standard deviation	1.10140	0.94813	0.89832	0.87417

Table 4: Means and standard deviations of non-demographic after manipulation variables

Reliability and validity analyses

Scales reliability and validity analyses were conducted for all multi-item scales used in this research (table 5). Following previous research, the author considered a variable salient if the factor loading was greater than 0.40 (Guadagnoli & Velicer, 1988). All variables thus have a sufficient factor loading. The scores for the Cronbach's alphas of the variables are also sufficient when considering a minimum value of 0.7 (Nunnally, 1978). The KMO scores are greater than 0.5, and Bartlett's test of Sphericity is lower than 0,05, which indicate that the variables are valid (Malhotra, 2010).

Variable	Indicator	Cronbach's alpha	Reliability	KMO	Barlett's test	Factor loading	Validity
AlcBeh (AB)	AB1	0.774	Reliable	0.575	<0.001	0.717	Valid
	AB2					0.841	Valid
	AB3					0.922	Valid
TrOMsg (TOM)	TOM1	0.873	Reliable	0.899	<0.001	0.693	Valid
	TOM2					0.863	Valid
	TOM3					0.801	Valid
	TOM4					0.848	Valid
	TOM5					0.424	Valid
	TOM6					0.759	Valid
	TOM7					0.717	Valid
	TOM8					0.604	Valid
	TOM9					0.657	Valid
IntOMsg (IOM)	IOM1	0.728	Reliable	0.680	<0.001	0.786	Valid
	IOM2					0.825	Valid
	IOM3					0.805	Valid
ConsBeh (CB)	CB1	0.860	Reliable	0.819	<0.001	0.883	Valid
	CB2					0.877	Valid
	CB3					0.841	Valid
	CB4					0.777	Valid

Table 5: Reliability and validity analyses

Regression assumptions

Before conducting the regression analysis, the assumptions of a linear regression were checked. For the first assumption, the assumption of normality, the bootstrap inference for model coefficients was applied with 5000 bootstrap samples. Second, to ensure no heteroscedasticity errors when analyzing the linear regression, the Heteroscedasticity- Consistent Inference using the Cribari-Neto (HC4) with robust standard error test was used. Since the independent variables CSM (vs. SM) and the presence of evidence are binary variables, a linearity test for these variables is unnecessary since they are automatically linear. For the perceived trustworthiness of the message, a linearity test was computed. The linearity test was significant, considering a 95% confidence interval since the p-value was <0.003 , which is smaller than 0.05 (Hayes, 2018; Darlington & Hayes, 2016). The last assumption that needs to be checked is the assumption of multicollinearity. This means that the independent variables are not correlated. Previous research states that correlation scores above 0.8 are indicators of correlated variables (Franke, 2010). So to test whether the assumption holds, the Pearson correlation scores were calculated. The highest score found was 0.403. The assumption thus holds since $0.403 < 0.8$.

Manipulation check

Two manipulation check statements were incorporated into the survey to check if the manipulations were successful. The respondents were shown the following statements:

- “After seeing the advertisement, I think the message that I viewed was sponsored by Heineken”.
- “After seeing the advertisement, I think clinical studies were cited as evidence to support the message that I viewed”.

The statements were measured on a 5-point Likert scale with (0) Strongly disagree (1) Disagree (2) Neither agree nor disagree (3) Agree (4) Strongly agree. To test whether the manipulations were successful, two one-way ANOVAs were performed. One with as dependent variable the answers to the statement “After seeing the advertisement, I think the message that I viewed was sponsored by Heineken” and with independent variable the Heineken condition. The other ANOVA was conducted with as dependent variable, the answer to the statement “After seeing the advertisement, I think clinical studies were cited as evidence to support the message that I viewed” and with independent variable, the presence of evidence. The results showed that both the dependent variables made a significant difference in the independent variables when

considering a 95% confidence interval ($<0.001 < 0.05$ and $0.001 < 0.05$). According to these results, both manipulations were successful.

Hypotheses testing

The model and thus the hypotheses were tested using model 7 of the PROCESS procedure for SPSS version 4.1. Consumer behavior regarding the CSM/SM objectives was used as the dependent variable, with CSM (vs. SM) as the dependent variable. Perceived trustworthiness of the message was used as the mediating variable with the presence of evidence as a moderator variable on the relationship between CSM and perceived trustworthiness of the message. As control variables, the demographics of the respondents were used: age, nationality, education level, and gender. Three other variables were also used as control variables since they had the potential to influence the model. These variables were the knowledge of the negative health effects of alcohol, the perceived intention of the message sender, and the alcohol behavior before manipulation.

The result of this model (table 6) shows that the model's R^2 is 0.3746, which means that the predictors explain about 37% of the variation in the variable consumer behavior. It is also statistically significant, considering a 95% confidence interval, with a p-value of 0.000 ($p < 0.05$).

R	R²	P
0.6120	0.3746	0.0000

Table 6: Original model summary

This analysis was also repeated with factor score variables for the multi-dimensional scales; this gave the same answers to the hypotheses as the currently used model (appendix 1.2).

Variable	Coefficient	Standard error	P
Constant	2.2987	0.8752	0.0094
HeinCond	0.4432	0.1256	0.0005
TrOmsg	0.0855	0.1399	0.5423
Age	0.0086	0.0051	0.0910
Nation	-0.0002	0.0023	0.9474
Edu	0.621	0.0454	0.1736
Gender	-0.0839	0.1745	0.6312
B_KHEA	-0.140	0.0717	0.8456
IntOMsg	0.3202	0.0964	0.0011
AlcBeh	-0.5184	0.0925	0.0000

Table 7: Outcomes of the original model on ConsBeh

H1: CSM, compared to SM, will have a greater positive effect on consumer behavior regarding the CSM objectives.

The results of the model run in SPSS show that there is evidence to support this hypothesis. As is shown in table 7 CSM (vs. SM) has a positive coefficient of 0.4432. This means that the dependent variable consumer behavior regarding the CSM/SM objectives is on average 0.4432 higher when a respondent sees a Heineken advertisement versus a government-sponsored message. The p-value of HeinCond is 0.0005, which is smaller than 0.05 and thus significant considering a 95% confidence interval. Evidence is thus found to support that CSM, compared to SM, has a greater positive effect on consumer behavior regarding the CSM objectives.

H2: CSM, compared to SM, positively influences the perceived trustworthiness of the message.

The outcomes in table 8 show that the coefficient of the effect of the Heineken condition on the trustworthiness of the message is negative, -0.0064, which indicates a negative relationship between CSM and the trustworthiness of the message. However, the p-value of the coefficient is 0.9497, which is greater than 0.05. This means that the coefficient is nonsignificant, considering a 95% confidence interval. This all leads to the conclusion that there is no evidence to support the hypothesis that corporate social marketing, compared to social marketing, positively influences the perceived trustworthiness of the message.

Variable	Coefficient	Standard error	P
Constant	3.4493	0.4651	0.0000
HeinCond	-0.0064	0.1008	0.9497
EvCond	0.0813	0.1139	0.4763
HeinCond x EvCond	0.0413	0.1554	0.7909

Table 8: Outcomes of the original model on TrOMsg

H3: The perceived trustworthiness of the message positively influences consumer behavior regarding the social marketing objectives.

The results in table 7 suggest that there is no evidence to support this hypothesis. The variable for the perceived trustworthiness of the message has a positive coefficient of 0.0855. However, the coefficient is insignificant when considering a 95% confidence interval. The p-value of the variable is 0.5423, which is greater than 0.05. Thus, there is no evidence to support the hypothesis that the Perceived trustworthiness of the message positively influences consumer behavior regarding the social marketing objectives.

Additional evidence to support the rejections of hypotheses 2 and 3 is shown in table 9. If both hypotheses 2 and 3 were true, there would be a mediation effect. CSM (vs. SM) would then significantly influence the message's perceived trustworthiness, and the message's perceived trustworthiness would have a significant effect on consumer behavior. This is not the case since the BootLLCI of the indirect effect is negative for both conditions, while the BootULCI of the indirect effect is negative. This thus means that there is no mediation effect.

EvCond	Effect	BootSE	BootLLCI	BootULCI
0	-0.0005	0.0153	-0.0369	0.0314
1	0.0030	0.0204	-0.0409	0.0479

Table 9: Indirect effect: HeinCond -> TrOMsg -> ConsBeh

H4: The presence of evidence has a negative influence on the difference in the relationship between CMS vs. SM and the perceived trustworthiness of the message.

The effect of the presence of evidence on the difference in the relationship between CMS vs. SM and the perceived trustworthiness of the message has also been tested in the same model. The results (table 8) showed that there is a non-significant effect of the presence of evidence

on the relationship between CSM vs. SM and the perceived trustworthiness of the message. The found p-value of the interaction between the effect of CSM (vs. SM) and the perceived trustworthiness of the message was 0.7909, which is greater than 0.05. The interaction thus has a non-significant effect considering a 95% confidence interval. This result shows that the presence of evidence has no significant moderating effect on how CSM (vs. SM) influences the perceived trustworthiness of the message. In other words, no evidence was found to support that the presence of evidence would have a negative influence on the difference in the relationship between CMS vs. SM and the perceived trustworthiness of the message

Conclusion of hypotheses

After testing each of the hypotheses, a summary of the acceptance of the research hypotheses was made and is shown in table 10.

Hypothesis	Conclusion
H1: CSM, compared to SM, will have a greater positive effect on consumer behavior regarding the CSM objectives.	Supported
H2: CSM, compared to SM, positively influences the perceived trustworthiness of the message.	Not supported
H3: The perceived trustworthiness of the message positively influences consumer behavior regarding the social marketing objectives.	Not supported
H4: The presence of evidence has a negative influence on the difference in the relationship between CMS vs. SM and the perceived trustworthiness of the message.	Not supported

Table 10: Conclusion hypotheses

Post-hoc

After seeing the results and analyzing the data, the author, using the same variables, built a new model that better explains consumer behavior in this research.

The presence of evidence and the perceived trustworthiness of the message are both taken out of the model as, respectively, moderating and mediating variables. Those variables will now function as control variables. Two other variables previously used as control variables are now put in the model as independent variables, explaining consumer behavior. These variables are the variables for a respondent's behavior regarding alcoholic drinks before manipulation and a person's perceived intention of the message sender. The model will then look as shown in figure 5.

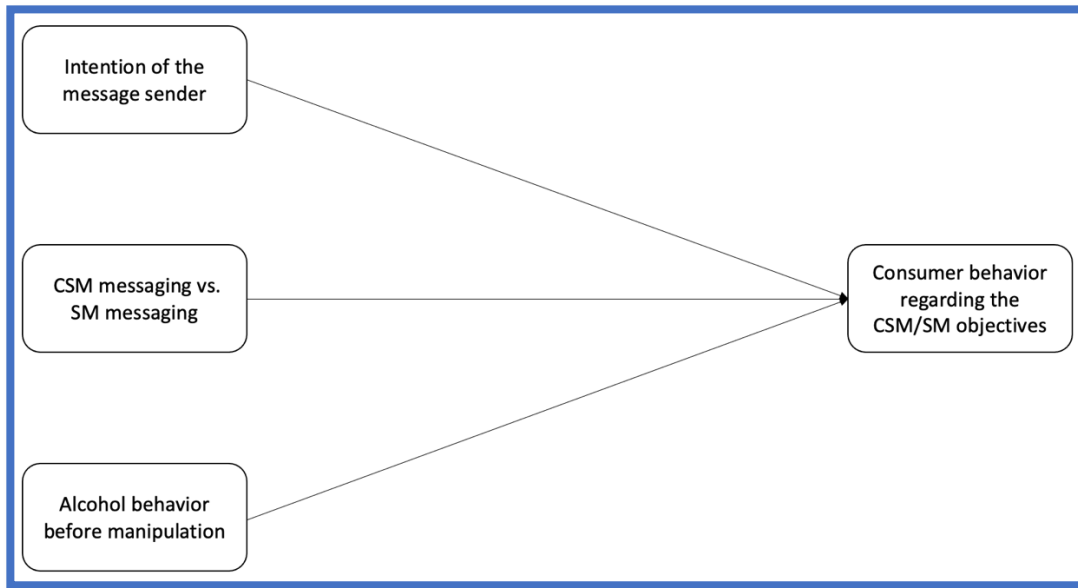


Figure 4: Post-hoc model

Running this model in SPSS using a linear regression gave the results displayed in table 11.

Variable	Coefficient	Standard error	P
Constant	2.240	0.748	0.003
HeinCond	0.443	0.123	<0.001
AlcBeh	-0.516	0.083	<0.001
IntOMsg	0.321	0.087	<0.001
EvCond	0.002	0.123	0.990
Gender	-0.081	0.115	0.482
Edu	0.061	0.053	0.252
Nation	0.000	0.002	0.944
Age	0.009	0.005	0.111
TrOMsg	0.086	0.123	0.485

Table 11: Outcomes post-hoc model

This model gives a better understanding of the relationships between the variables than the previous model, with the perceived trustworthiness of the message as a mediator and the presence of evidence as a moderator on the mediator. The results of this new model show that CSM (vs. SM) positively affects consumer behavior of, on average, 0.443. This means that if the respondent was shown a CSM message, the score for consumer behavior was on average

0.443 higher than when a respondent was shown an SM message. The perceived intention of the message sender has, just like CSM, a positive effect on consumer behavior. The coefficient of the effect of the perceived intention of the message sender is 0.321. This means that, on average, an increase in the score for the perceived intention of the message sender by 1 increases the score of consumer behavior by 0.321. A person's consumer behavior regarding alcoholic drinks before manipulation appears to have a negative effect on consumer behavior regarding the CSM/SM objectives. The coefficient of -0.516 shows that if a respondent's score for consumer behavior regarding alcoholic drinks before manipulation goes up by 1, on average, consumer behavior regarding the CSM/SM objectives goes down by 0.516. The results also show that all three independent variables in the new model variables are significant, considering a 95% confidence interval ($<0.001 < 0.05$).

Conclusion and discussion

Discussion

This research aimed to analyze both CSM and SM and investigate which of the two is the most effective. The main finding of this research is that, as predicted, CSM (compared to SM) is the most effective in changing consumer behavior regarding the CSM/SM objectives. This was proven by computing a linear regression using model 7 of the PROCESS procedure for SPSS version 4.1. This model showed that CSM, compared to SM, has a significant positive effect on consumer behavior regarding the CSM/SM objectives. The other hypotheses that were drawn based on existing literature were rejected.

No evidence was found to support that the presence of evidence would negatively influence the difference in the relationship between CMS vs. SM and the perceived trustworthiness of the message. This is in contrast with what was expected based on previous research (Haley, 1996; Helmig & Thaler, 2010). A possible explanation for this could be that the perceived trustworthiness of the messages, in general, was relatively high (mean score of 3.6768 out of 5). Haley (1996) mentioned that the presence of evidence effects enhances the influence of a low credibility source. Since the average perceived trustworthiness of the messages was relatively high, this thus gives a possible explanation as to why the presence of evidence does not have any significant effect.

There was also no evidence found to support that the perceived trustworthiness of the message would mediate the relationship between CSM (vs. SM) and consumer behavior regarding the CSM/SM objectives. No evidence was found to support that CSM, compared to SM, positively influences the perceived trustworthiness of the message, and no evidence was found to support that the perceived trustworthiness of the message positively influences consumer behavior regarding the social marketing objectives.

The fact that no evidence was found to support that CSM, compared to SM, would positively influence the perceived trustworthiness of the message is in contrast with what was expected. It was expected, based on the report of Edelman (2021), that CSM (vs. SM) would positively influence the perceived trustworthiness of the messages.

That the message's perceived trustworthiness does not significantly influence consumer behavior regarding the CSM/SM objectives is also different than what was expected based on previous research (Evans, et al., 2001; Issock, Roberts-Lombard, & Mpinganjira, 2020). A possible explanation for the non-significance of the perceived trustworthiness of the message on consumer behavior regarding the CSMSM objectives is the high average score of the

respondents' knowledge about the negative health effects of excessive alcohol consumption (mean of 3.34). Possibly, the respondents already knew a lot about the negative health effects of excessive alcohol consumption, which led to the perceived trustworthiness of the message not influencing their consumer behavior much.

What was found, however, was that some of the variables used in computing the initial model did have a significant effect in a newly built model, but in a different way than was predicted. The results of this new model showed that CSM (vs. SM) still had a significant positive effect on consumer behavior. The difference from the original model was that the perceived intention of the message sender was found to have a significant positive impact on consumer behavior. Another variable that (was before used as a control variable but) was now found to have a significant direct effect on consumer behavior, was consumer behavior regarding alcoholic drinks before manipulation. This variable was found to significantly affect consumer behavior regarding the CSM/SM objectives.

That the variable perceived intention of the message sender had a significant impact on consumer behavior should have been better looked at and could have been predicted in the hypothesis development. In fact, it was already found by the author that SM might have a less effective or even a negative effect when the customer believes the messages of the company are egoistic- or strategic driven (Vlachos, Tsamakos, Vrechopoulos, & Avramidis, 2009). The author should also have linked this to the effects of the perceived intention of the message sender on consumer behavior regarding the CSM/SM objectives. It is thus not surprising that this variable has a significant positive effect in the new build model.

The conclusion is that, as expected, CSM seems to be more effective than SM in changing consumer behavior. But also that, different from what was expected, the presence of evidence and trustworthiness of the message did not make a significant impact in the researched model. The perceived intention of the message sender and alcohol behavior before manipulation, which were initially considered control variables, were also found (in the new build model) to have significant effects on consumer behavior regarding the CSM objectives.

Managerial implications

Evidence found to support the hypothesis that CSM, compared to SM, has a significant positive effect on consumer behavior regarding the CSM/SM objectives shows that CSM indeed seems more effective than SM in changing consumer behavior. This means that if consumer behavior

needs to be changed for the better, CSM is proven, in this case at least, to be more effective in changing consumer behavior than SM. So, if a government or other non-profit organization aims to work towards a social cause and wants to change consumer behavior, the best way to do this might be to work together with corporations to initiate CSM or to encourage corporations to initiate CSM themselves. When initiating CSM, it is important for managers to consider that the consumer behavior before manipulation and the perceived intention of the message sender will influence the effectiveness of the CSM initiative. However, there seems no need to consider the presence of evidence and the trustworthiness of the message.

Another important implication for managers of corporations is that CSM can benefit both the corporation and society. Helping change consumer behavior for the better does not have to cost a company; in fact, it can even benefit the company.

Theoretical implications

This study contributes to the existing literature by analyzing and comparing CSM and SM. SM has already been researched a lot in previous studies, this, however, was not the case for CSM. This study gave a summary of existing literature on CSM and SM and then tested the hypotheses that came from this. The hypotheses tested were mainly focused on the comparison between CSM and SM, and this was not done before.

The comparison showed that, in this case, CSM is more effective in changing consumer behavior than SM. CSM was found to have a stronger positive effect on consumer behavior regarding the CSM objectives than SM when people received the same messages, only differing in source and presence of evidence.

Furthermore, this research adds to the existing literature by showing that what is currently written in the literature does not hold in all cases. This research shows that, in some cases, there is no significant effect of the presence of evidence on the difference in the relationship between CMS vs. SM and the perceived trustworthiness of the message. This is in contrast with previous research (Haley, 1996; Helmig & Thaler, 2010).

The same goes for the fact that CSM, in this research, does not have a greater or different influence than SM on the perceived trustworthiness of the marketing messages and for the fact that the message's trustworthiness does not significantly influence consumer behavior regarding the CSM/SM objectives. This is also different than what was predicted based on previous research (Evans, et al., 2001; Issock, Roberts-Lombard, & Mpinganjira, 2020).

Research limitations and recommendations for future research

One of the most significant limitations of this study is that the effects of the variables are only tested for one topic. The variables, such as the effect of CSM (vs. SM) messaging, are thus only tested for alcohol behavior. Therefore, we can only affirm that in this setting and for this topic, specific effects were found. To say more about the general effect of the variables, the effects would need to be tested in various settings and for different topics. Therefore, future research should test the differences between CSM and SM, looking for the most effective one in various settings and topics. This could, for example, be done for topics such as physical exercise (encouraging people to exercise more for their health) or for smoking (encouraging people to smoke less for their health) and for different organizations such as Marlboro and the heart foundation in the case of tobacco. It could be that in the situation of smoking, the corporation has a worse reputation than that was the case in this research. This could then lead to SM being more effective than CSM. Furthermore, it could be that the group targeted by the social marketing responses different to different types of marketing. Alcohol drinkers could for example respond different to marketing messages than smokers.

The same goes for the other variables in this research, such as the presence of evidence. This research showed that the variable does have a significant effect in this setting and on this topic. This could, however, be different for other settings and other topics. This all leads to the first recommendation, repeating this experiment for different settings and different topics.

Another limitation of this research is time. Because this research is a thesis, the author had limited time to study the subject. With more time, the matter could have been studied in more detail and more thoroughly. For example, more different settings could have been tested, which could have helped prevent the first limitation. Using more different organizations and settings could help better understand when and why CSM is more effective than SM and when this might not be the case. More time would have also allowed for more variables to be considered that possibly influenced the research. This leads to the second recommendation, conducting this same research but with more details and more variables.

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Appendix

1.1 Survey

Block: (1 Question)
Standard: Alcohol questions pre ad (1 Question)

BlockRandomizer: 1 - Evenly Present Elements

Standard: Gov.ev (1 Question)
Standard: Gov.noev (1 Question)
Standard: Hein.ev (1 Question)
Standard: Hein.noev (1 Question)

Branch: New Branch
If
If Please look at and read the following advertisement carefully Is Displayed

EmbeddedData
Gov.ev = 1

Branch: New Branch
If
If Please look at and read the following advertisement carefully Is Displayed

EmbeddedData
Gov.noev = 1

Branch: New Branch
If
If Please look at and read the following advertisement carefully Is Displayed

EmbeddedData
Hein.ev = 1

Branch: New Branch
If
If Please look at and read the following advertisement carefully Is Displayed

EmbeddedData
Hein.noev = 1

Standard: Questions post ad (1 Question)
Standard: Socio-Demographic questions (4 Questions)

Page Break

Start of Block:

Q1 Welcome, my name is Nick van Veldhoven and I'm a student of the Master in Marketing at the Erasmus School of Economics. Thank you for taking the time to help me with the research for my Master Thesis! It is important that you read each item carefully and answer truthfully. The information you provide will be used for research purposes only and all your answers will be anonymous.

If you have any questions regarding the research or the survey, please send an email to 505227nv@student.eur.nl and I'll happily answer your questions.
Kind regards,
Nick van Veldhoven

End of Block:

Start of Block: Alcohol questions pre ad

Q2 Please choose the answer that describes your behaviour best.

How often do you have a drink containing alcohol? (1)

Never (1)

Monthly or less (2)

2 to 4 times a month (3)

2 to 3 times a week (4)

4 or more times a week (5)

How many drinks containing alcohol do you have on a typical day when you are drinking? (2)

1-2 (1)

3-4 (2)

5-6 (3)

7-9 (4)

10 or more (5)

How often do you have six or more drinks on one occasion? (3)

Never (1)

Less than monthly (2)

Monthly (3)

Weekly (4)

Daily or almost daily (5)

Do you ever drink the non-alcoholic version of an alcoholic beverage (such as a beer with 0.0% alcohol)? (4)

Never (1)

Sometimes (2)

About half the time (3)

Most of the time (4)

Always (5)

How much do you know about the negative health effects of excessive alcohol consumption? (5)

Nothing (1)

A little bit (2)

Quite something (3)

A lot (4)

Everything (5)

End of Block: Alcohol questions pre ad

Start of Block: Gov.ev

Q3 Please look at and read the following advertisement carefully

Clinical studies have shown that excessive alcohol use can lead to the development of chronic diseases and other serious problems. Examples are high blood pressure, a various number of cancers and mental health problems¹. Explore the nonalcoholic versions of alcoholic drinks and reduce your health risks. Equal taste, better health.



Government of the Netherlands

¹ <https://www.cdc.gov/alcohol/fact-sheets/alcohol-use.htm>



5.0%



0.0%

End of Block: Gov.ev

Start of Block: Gov.noev

Q4 Please look at and read the following advertisement carefully

Excessive alcohol use can lead to the development of chronic diseases and other serious problems. Examples are high blood pressure, a various number of cancers and mental health problems. Explore the nonalcoholic versions of alcoholic drinks and reduce your health risks. Equal taste, better health.



5.0%



0.0%



Government of the Netherlands

End of Block: Gov.noev

Start of Block: Hein.ev

Q5 Please look at and read the following advertisement carefully

Clinical studies have shown that excessive alcohol use can lead to the development of chronic diseases and other serious problems. Examples are high blood pressure, a various number of cancers and mental health problems¹. Explore the nonalcoholic versions of alcoholic drinks and reduce your health risks. Equal taste, better health.



5.0%



0.0%



Heineken[®]

¹ <https://www.cdc.gov/alcohol/fact-sheets/alcohol-use.htm>

Q6 Please look at and read the following advertisement carefully

Excessive alcohol use can lead to the development of chronic diseases and other serious problems. Examples are high blood pressure, a various number of cancers and mental health problems. Explore the nonalcoholic versions of alcoholic drinks and reduce your health risks. Equal taste, better health.



Q7 After seeing the advertisement...

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
I think the message that I viewed was sponsored by Heineken. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider having less often a drink containing alcohol. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider drinking less drinks containing alcohol on a typical day when I am drinking. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider having less often six or more drinks on one occasion. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider drinking the 0.0% version of alcoholic drinks, more often. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This is an attention check, please choose strongly agree. (6)

I think clinical studies were cited as evidence to support the message that I viewed. (7)

I think the message is honest (8)

I think the message is trustful. (9)

I think the message is credible. (10)

I think the message is reliable. (11)

I think the message is dependable. (12)

I think the message is accurate. (13)

I think the message is factual. (14)

I think the message is complete. (15)

I think the message is clear. (16)

I think the organization sending this message feels morally obligated to help. (17)

I think the organization sending this message has a long-term interest in the community. (18)

I think the owners or employees of this organization sending this message believe in this cause. (19)

End of Block: Questions post ad

Start of Block: Socio-Demographic questions

Q8 What is your age?

0 10 20 30 40 50 60 70 80 90 100

Age ()



Q9 What is your nationality?

Nationality (1)

▼ Nationality (1) ... Zimbabwean (226)

Q10 What is your highest completed level of education? If you are currently studying, please select your current level of education.

- Secondary school (1)
 - Intermediate Vocational Education (MBO) (2)
 - Higher Vocational Education (HBO) (3)
 - University Bachelor (4)
 - University Master (5)
 - PhD (6)
 - I prefer not to say (7)
-

Q11 What is your gender?

- Male (1)
- Female (2)
- Non-binary / third gender (3)
- Prefer not to say (4)
- Other, namely (5) _____

End of Block: Socio-Demographic questions

1.2 Model run with factor variables

Variable	Coefficient	Standard error	P
Constant	0.6342	0.5749	0.2716
HeinCond	-0.0136	0.1896	0.9431
EvCond	0.1709	0.2113	0.4197
Int_1	0.0632	0.2879	0.8264

Table 1: Outcomes of the original model with factor variables on FAC_Trsg

Variable	Coefficient	Standard error	P
Constant	-0.5870	0.4842	0.2271
HeinCond	0.4500	0.1292	0.0006
FAC_Trsg	0.0411	0.0772	0.5953
Age	0.0086	0.0052	0.1012
Nation	0.0001	0.0024	0.9730
Edu	0.0622	0.0472	0.1888
Gender	-0.0859	0.1785	0.6310
B_KHEA	-0.0137	0.0743	0.8540
FAC_IOM	0.2646	0.0758	0.0006
FAC_alcB	-0.4706	0.0835	0.0000

Table 2: Outcomes of the original model with factor variables on FAC_CoB

EvCond	Effect	BootSE	BootLLCI	BootULCI
0	-0.0006	0.0160	-0.0399	0.0289
1	0.0020	0.0201	-0.0398	0.0484

Table 3: Indirect effect: HeinCond -> FAC_Trsg -> FAC_CoB