A SURVEY OF THE PRACTICE OF SOCIAL MARKETING IN CHRISTIAN CHURCHES IN KENYA

BY

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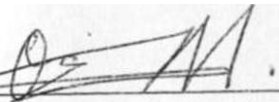
APRIL, 2008

DECLARATION

This research projcct is my original work and has not b »cn presented for a degree in any university

MUTEA .M. FREDRICK   DATE

This research project has been presented for registration with m> approval as a university supervisor

MRS MARGARET A. OMBOK: LECTURER   DATE

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DEDICATION

I dedicate this work to my entire family; Mutca, Jane Kananu, sister Ann Kering and Joyce Their love, support, patience and encouragement gave me the will and determination to complete my postgraduate studies.

ACKNOWLEDGEMENT

ABSTRACT

This study was aimed at finding out the extent to which Christian churches in Kenya practice social marketing. The research tried to establish the tools of social marketing mix used by Christian churches in social marketing campaign The extent of measuring the impact of and the tools use were also sought,

Literature review was used as a research instrument. It targeted church administrators, bishops, senior pastors or assistant pastors as respondents The population of interest in the study was Christian churches in Kenya who were members of National Council of Churches of Kenya (NCCK) and Christian Health Association of Kenya (CHAK) recorded as at December 2007 There were 36 - registered church of which 34 of the registered church had their headquarters in Nairobi The questionnaire return rate was 83% percent

Descriptive statistics accompanied by use of frequencies, percentages and means were the basis of data analysis.

The findings indicated that the church organization employed various social marketing techniques in their social campaigns, which included campaigns against drug abuse, campaigns against HIV/AIDS, benefit of drinking clear water, encourage participation in physical activities among others. The finding also indie atcd that the churches employed various tools in reaching out to their target audience with social marketing messages. These included advertising, publicity, mass communication and personal communication These findings are in line with the observation in previous studies.

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Recommendations for the study were suggestive and spelt out that more emphasis should be placed on personal communication to comm inicate **V**/ith the target audience Personal communication creates a relationship between members and society and. if used carefully, can achieve the desired impact And emphasis should a^o be placed on special

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Events (e g sports and rallies) to educate the people about all they .ieed to communicate social issues. Such events attract people members and society and the church can use the situation to create more awareness and influence behavior change   More sponsorship of events needs to be sought from both the corporate world and other sources, in order to educate the church members and society on social issues   \ lot of emphasis needs to be placed on evaluation of impact of the social marketing campaigns

Finally, suggestions for further research included: a study be done to assess on the awareness creation/ behavior change of the church members and target members of the society.

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LIST OF ABBREVIAT'ONS

1. NCCK   - National Council of Churches of Kenya

2. CHAK   - Christian Health Association of Kenya

3. FOCUS   - Fellowship of Christian Unions

4. NGOs   - Non Government Organisations

5. HIV/AIDS   - Human Immuno Deficiency Virus/ Acquired Immune
                                          Deficiency syndrome

6. VCT   - Voluntary Counseling and Testing.

CHAPTER ONI

INTRODUCTION

1.1 Background

The society in which the organization exists provides thai business with inputs and a perhaps a market for its output The activities of the business also affect the society either positively or negatively. An organization therefore has had to design an integrated approach to social imperatives and this has given impetus to the expansion of tiie corporate business social marketing. The organization environment is composed of political, social, legal, economical and technological factors. Ansoff (1987) notes that the environment is constantly changing and for organization to succeed, it is imperative for them to continuously adapt their activities. Major escalation of environmental turbulence means a change from a familiar world of marketing, production or service deliver/ to an unfamiliar world of new technologies, new competitors, new customer attitudes of social control and above all. the questioning of the firm role in society (Ansoff and McDonna, 1990).

It has become common to view society in three sectors: the private market, government, and not-for-profit organizations, charities, and religious bodies According to private market theories, societal wealth will be maximized by taking **advantage** of the natural incentives and efficiencies of private markets. However, it is well known that private markets break down in certain areas. For example, markets fail to generate optimal social solutions whenever entrepreneurs can profit without internalising the full cost of business activities such as not bearing the costs of pollution caused by business operations (Ferguson, **1988).**

Moreover, some vital social functions care of the poor, for example are inherently not profitable Such market problems make vital the., second sector: government. But government institutions likewise provide no panacea. They arr. often too cumbersome, insufficiently responsive to private needs, and too prone to become bureaucratic and impersonal. When both market and government fail, the third sector-not-for-profit, charitable, and religious organizations is vital (Ferguson, 1988)

During the past decade the territory of marketing has expanded to incli'de the marketing tasks of non-profit organizations and marketing of worthwhile social causes. Ko-.ier, (1979) reviewed the accomplishments in the first area, describing how an increasing number of non-profit organizations are applying marketing concepts and techniques to improve the marketing of their services. Despite earlier controversy, few marketers dispute the relevance of marketing to the management of non-profit organizations (Nickels, 1974)

The time is now appropriate to evaluate the status of work in ihe area of social cause marketing - social marketing (Kotler and Zalthman. 1971). Organizations are social entities that are goal directed, deliberately structured activity systems with identifiable boundaries (Christopher and Mc Donald, 1995). Organization exist within an external environment and they only achieve their goals through appropriate interaction with the environment

1.1.1   Social Marketing Campaigns

Social marketing is the design implementation and control of programs seeking to increase the acceptability of a social idea or practice in a target group(s) (Kotler, 1975). According to this definition, social marketing utilize the concept of market segmentation consumer research, idea configuration. Communication, facilitation, incentives and exchange theory to maximize target group response. The best way to understand social marketing is by seeing it in relation to the major broad approaches to producing social change - the legal, technological, economic, and informational approaches, Kotler, (1987) also define Social marketing as the programs calculated to influence the acceptability of social ideas and involving considerations of product planning pricing, communications and marketing research (Kotler and /.althman 1971).

Social marketing potentially can be applied to a wide variety of sociJ problems (Kotler et al, 2002), when new information and practices need to be disseminated in many situations people need to be informed of an opportunity or practice that will improve their lives, when counter marketing is needed. In various nations of the world, companies are promoting the consumption of products that are undesirable or potentially harmful for example alcohol, cigarettes and highly refined foods which contributes to long and heart diseases, liver

damages, overweight and other problems when activation is needed often people know what they should do, but not act accordingly (Kotler, 2002).

Unlike commercial sector marketers who sell goods and services, social marketers sell behavior change agents typically want target audience to do one of four things accept a new behaviour, reject a potential behaviour, modify a current behaviour, or abandon an old behaviour, reform groups and government agencies have applied social marketing to such causes planning energy conservation, improved nutrition, antismoking, prevention of alcohol and drug abuse, safer driving and myriad other causes

1.1.2   Christian Churches in Kenya

A church is defined as a body of Christian believers, holding the same creed, observing the same rites, and acknowledging the same ecclesiastical authority (Abraham, 1992). Churches have long provided a vital buffer between the individual and the leviathan state. They provide vital context in which individuals can find the meaning of life and experience many of their most meaningful relationships (Barrett, 2002). They are vital to 'he inculcation of habits of honesty and moral integrity. They energize efforts in such altruistic areas as education, health care, and social services where profit motives are not sufficient. Their link to the transcendent is a constant source of renewed vision and deepened commitment to the social good. Of course, organized Churches do not have a flawless track record, humans are not always true to their religious ideas   But in general. Churches have a massively positive influence on society.

In practice the monolithic "Christian Church" has fragmented almost from its beginnings. Over the centuries many individual Christian churches have emerged, each functioning in their own institutional manner and often viewing each other as sectarian or heretical. Thus definitions of the one "true" Christian Church may vary widely (Barret* 1998). The Church is a unique institution and its Modus Operandi differs significantly from that of business organizations   Its uniqueness stems from that fact that it is a non-profit organization and hence it focus is not in line with the profit organizations. In addition, it primary objectives is

to meet the spiritual needs of" its members and lor it to do this effectively, it also has to address it self to the physical and emotional needs of the person (Magesa, 2003).

From the time of its inception in Kenya, Christianity has taken various forms. Initially, there were efforts by pioneering missionaries to establish the Christian faith among different African Communities in Kenya. These efforts were characterised most by Western Christian missions. Efforts of this kind saw the gradual evolvoment of such missions into churches within this country (Mugambi, 1995). The planting of missionary oriented churches was generally followed by anolher phase. This was the phenomenon of the proliferation of African initiated churches. These African instituted churches remain to date an elaborate illustration of the diverse and at the same time, profound response of Africans to Christianity.

Social - cultural changes affect the church to a significant exte.it, and its effects are largely negative (Magesa, 2003). The scourge of HIV/AJDS and other lifestyle diseases has led to an increase of widows and orphans in the church. The exposure of the people particularly the youth to mass, media has also led to increasing conflict between the western culture and the Christian values, which has in turn led to permissiveness in the church. Magesa (2003) point out that there is a significant rise in the number of young people and women who are joining the church, and yet this is the same group that seems to ⊳e affected significantly by the social cultural changes. The church therefore needs to come up with ways of addressing these social needs and contracting the effects of negative western and media influence in the church.

For the church to remain relevant and to survive, it must respond to social changes in it environment, For instance in America, IllJi (2000) notes thai the church has failed to understand the full implications of the changes in its external environments and consequently has not responded in effective ministry to those immersed in the post - modern paradigm. As a result, in 1988, between 80 to 85 percent of the churches in North America had either plateuad or were in dccline at the beginning of the $2\backslash^{a}$ century, those figure had not changed much despite a valiant surge in church planting To .survive in this post-modern

age, the church Kenya will need to use Social marketing mix that will enable it to navigate the waters of changes and thus remain relevant to society.

1.2   Statement of the Problem

Not only does the church have tremendous impact o the attitudes and beliefs of its adherents, but also shape the thinking of society to a large extent and can be referred to as the conscience of the society.   It is expected to play a critical role in combating the AIDS pandemic, drug abuse, and family planning issues among others through behaviour change.   Society also looks up to it for direction during times of political crisis such as the constitution reviev>.   It also required from time to time to undertake civil education and to disseminate critical information to it's members. In view of this there is an increasing need for churches to be managed professionally and to respond to the changing needs of their-members.

Kenya, being a developing country, is faced with many social issues, These issues include environmental dilemmas, community health problems, and social development among others, which can be addressed through social marketing (Rarieya, 1993).   Traditional marketing principles are used to sell "products" that satisfy the need and wants of targeted customers while benefiting the marketer   Social marketing uses the same traditional marketing principles to sell "ideas" that aim to change knowledge, attitudes, and ultimately behaviour that benefit the target audience and society as a whole.   If Kenyan Christian churches can adopt social marketing in their programmes, social evils like drug abuse, HIV/ADDS Scourge, and alcoholism can be mitigated in the society.   While adequate literature exists on the subject of social marketing generally, social marketing in churches particularly has not been documented.   Whatever there is no the concept draws mainly from studies in the developed countries.   The researcher is not aware of any research that examines the practice of social maiketing in Kenya churches.

Studies in social marketing by Rarieya (1993), Warianda (2002), Mwaniki (2002), Mbugua (2003), Odiko (2003) and Cheche (2004) mainly focused on sociai responsiveness to HIV/AIDS by pharmaceutical firms, use of social marketing by non profit health care providers Promotional mix used by NGOS fighting HIV/AIDS, social marketing in agri - business, social marketing in the context of male condoms and marketing strategies used in churches respectively. While the contribution made by these researchers to the field of social marketing is appreciated, none of their studies focused exclusively on the state of social marketing in Kenyan churches in Kenya practice social marketing by answering the following questions:

(i)   To what extent do Christian Churches in Kenya use the social marketing mix for their campaigns?

(ii)   Do Christian churches measure the impact of the social marketing campaign?

1.3   Objectives of the Study

The objectives of this study are to:

(i) Determine the extent to which Christian churches use the social marketing mix

(ii) Determine the marketing promotion tools used in social marketing by churches

(iii) Determining whether churches measure the impact of social marketing campaigns.

1.4   Importance of the Study

(i) Church leaders will find the study invaluable in understanding the '-arious aspects of social marketing. An improved appreciation of the issues surrounding social marketing will lead to more positive out comes from involvement in social responsibility activities.

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(ii) Other non - government organizations in social activities will find the finding useful in reaching their target groups more effectively.

(iii) This study lays down a foundation for further research in the use of marketing concepts for the promotion of social issues

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Organisations operate within a socicty. It is this socie-y that supplies the organisation with its inputs and also consumes and is sometimes affected negatively or positively by its outputs. The need for an integrated approach to social imperatives has given impetus to the expansion of the concept of corporate/ Business social responsibility.

Corporate social responsibility forces a business to look beyord the profit maximization motive as noted Kenneth Mason, former president of ti.e Quaker Oats Company (Anderson, et al, 1992); According to Kotler and Armstrong (1996) a marketing system affects the society by way of creating false wants and loo much materialism, over stretching the few social goods available, cultural pollution and also wielding too much political power. Consequently therefore, it would be expected that marketing should resolve not only those problems resulting from its direct activities but also problem unrelated to, marketing.

The marketing concept is faltering in today's environment because even though organizations respond to customer groups, they are not sufficiently responsive to the society. Providing narrowly defined customer groups with what they want leads to the sale of knives, guns, fireworks, high speed automobiles, junk food and many other potentially harmful products. Customer satisfaction may not be high but the overall societal impact may be negative (Cravens et al, 1996). One indication of the importance of recognizing the importance of such responsibility is a poll that foutid tliat 88 percent of consumers would be more likely buys from a company that is socially responsible and a good corporate citizen (Gidea, 1994).

In recent years, some have questioned whether the marketing concept is an appropriate philosophy in an age of environmental deterioration, resource shortages, explosive population growth, world hunger and poverty and neglected social services (Kotler, 1997) The marketing concept lays emphasis on customer satisfaction but the question of whether the long run interests of the consumers and the society are addressed still lingers

The society has the potential to impact on the suxvival of a business through public pressures on the government Dashaija (1997) notes that the corporations' self-interest is best served by sensitivity t social concern and willingness within competitive limits to take needed actions ahead of any confrontation The societal marketing concept factors in social dimensions into marketing decisions (Lazer and Culley, 1983). It thus forces an organization to extend its marketing concept's breadth and recognize that is its market includes not only the buyers of its products but also anyone who is directly affectcd by its operations (Stanton, et al, 1994).

2.2 Definition of social marketing

Social marketing is the design implementation and control of programs seeking to increase the acceptability of a social idea or practice in a target group(s) (Kotler, 1975) According to this definition, social marketing utilize the concept of market segmentation consumer research, idea configuration. Communication, facilitation, incentives and exchange theory to maximize target group response.

According to Lazer and Culley (1983) social marketing is tliat brand of marketing concerned with both the uses of marketing knowledge, concepts and techniques as to enhance social ends as well as with the social consequences of marketing policies, decisions and actions. Lazer and Culley (1983) effectively breakdown social marketing into two major components (I) marketing by either businesses or non business organizations to achieve social purposes and (2) the social effects of marketing decisions

Bloom (1996) notes that social marketing is a subset of non-profit marketing. This view holds that organizations engage in social activities fo; sincere reasons (not with the profit motive). Dorr (1991) notes that when for profit organisations undertake social marketing, it is an expression of their company's sense of social responsibility - they are helping improve the society. According to Hoechier (1996) social marketing involves the promotion of causes and ideas such as responsibility drinking, energy conservation and population control.

Cognitive change campaigns are also called pubi c information or public education campaigns These types of campaigns arc relatively c. sy to market since there are no deep-rooted attitudes or behaviours being changed

Action change programs are meant to induce a maximum number of persons to take a specific action during a given period. Kotler (1971) observes that action change campaigns may be harder to market than cognitive causes mainiv because there is a cost to the actor Such cost is in terms of time, distance, expense or plain inertia

Behavioural change aims to induce or help people change some aspect of their behaviour for the sake of their well being. Usually the behaviour is seen as injurious to their well being They are harder to market than either action or cognitive change because often the person is a ware of his negative effects of his habits.

Value change campaigns are aimed to change deeply held value of people Assael, (1988) defines values, as shared beliefs among group members as to what behaviours are desirable and undesirable. Values are therefore quite enduring and value change campaigns are the most difficult as people use values rely on values for identity, intellectual perpetual and choices.

2.3 Social marketing campaigns

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Social marketing potentially can be applied to a wide variety of social problems (Kotler et al, 2002), when new information and practices need to be diss ;minated in many situations people need to be informed of an opportunity or practice that will improve their lives, when counter marketing is needed. In various nations of th - world, companies are promoting the consumption of products that are undesir able or potentially hannful for example alcohol, cigarettes and highly refined foods which contributes to long and heart diseases, liver damages, overweight and other problems when activation is needed often people know what they should do, but not act accordingly (Kotler, 2002).

Unlike commercial sector marketers who sell goods and services, social marketers sell behaviour change. Change agents typically want target audience to do one of four things: accept a new behaviour, reject a potential behaviour, modify a current behaviour, or abandon an old behaviour, reform groups and government agencies have applied social marketing to such causes as family planning energy conservation, improved nutrition, antismoking, prevention of alcohol and drug abuse, safer driving, and myriad other causes

As a way of overcoming some of the challenges mentioned above, NGOs have developed social marketing strategies including the design of products that would appeal to their target groups, pricing these products appropriately so as to make suro they are affordable to the target audience; distributing them in such a way that they are conveniently accessible to the target group, as well as the use of various promotional campaigns to promote the use of such products by the target market. The most fundamental principle rnderlying marketing is to apply a customer orientation to understand what target audience currently know, believe and do. Social marketing models, first articulated bv Kotler (1971) and based on commercial marketing practices, show that the consumer (target audience) should be the central focus for planning and conducting a program.

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The formulation of price, product, promotion and place evolves from research with consumers to determine what benefit and cost they would consider acceptable, and how they might be reached. Lessons learned from social Marketing stress the importance of understanding the target audience and designing strategics based on their wants and needs

rather than what good health practice directs that they should do (Shewchuck, 1994). Shewchuck (1994) proposes an easy way of thinking about social marketing in terms of 4 C's rather than 4 P's In this case, the product is the consumers needs and wants, the price is the cost to satisfy these needs and wants, the place is the convei .ence to obtain satisfaction and the promotion is communication

2.4 Social Marketing Mix

Kotler and Armstrong (19Q6) define the product as the "goods and service" combination the company offers to the target market Bourdilion (1995) note that the product is a whole package of things, which can be broken into three main elements. The core product that is what it does its efficacy, price and packaging. The services surround that is availability delivery after sales service, awareness and accessories. With each social marketing program, the concept of a target population is constant The variables are the product being promoted, the price, the promotion, and the place or channel whereby the information reaches the consumer.

2.4.1 Product

According to Kotler and Roberto (1989), three of social product', can be marketed One type is a social idea that may take the form of a belief, attitude, or value The social idea to be marketed can also be an attitude, as exemplified in the expression used in family planning programs that planned babies are better cared for than babies firm accidental pregnancies The social idea may also be a value, such as huimn rights, as promoted by Amnesty international

Durkhein (1989) speak of a second social product, which is a social practice. It may be the occurrence of a single act, such as showing up for a vaccination or turning out for a vote. It may also be the establishment of altered pattern behaviour, such as quitting smoking. The third type of social product according to Kotler and Roberto is a tangible object, such as a contraceptive pill or condom. They however argue that even in this case, the main product is not the condom or pill; these are to accomplish a social practice, which in this case is the practice of family planning.

Kotler and Andereascn (1991) have indicated that traditional marketing theory identifies three levels of a product: core product, actual product, anu augmented product This platform is helpful to the social marketing planner in conceptualising and designing the product strategy. The core product is the centre of the product platform and answers questions to do with the benefits of the product from the consumer's point of view. It is the benefit the social marketing audience will experience when they perform the behaviour, benefits they say are most valuable to them. The actual product is the specific behaviour the social marketer is promoting. It is what is required in order to achieve the benefits identified as the core product. The augmented product on the other hand includes any tangible objects and services the social marketer promotes along with the desired behaviour Although they may be considered optional, they are sometimes exactly what were needed to provide encouragement, remove barriers, or sustain behaviour They may also provide opportunities to brand and to tangibilize the campaign, creating more attention, appeal, and memorability by target audiences (Kotler and Roberto, J 989).

Kotler et al (2002) has talked about the various decisions that need to be made at each of the three levels of the social marketing product They say thai at level one, decisions about the core product focus primarily on what potential benefits the social; marketer should stress. This process would include review of audience perceptions of the benefits from the desired behaviour as well as the perceived costs of the competing behaviours that the desired behaviour can help the target audience avoid. The social marketer then makes a decision as to which of these he should emphasize in the campaign

At the second level, decisions regarding the actual product are made, fhey include a name that will be associated with the behaviour and identificafion of sponsors and endorsements to include in campaign communications. Sponsor and decisions are important because they can significantly affect the credibility as well as the appeal of a canpaign. Research indicates that credibility is a function of expertise, trustworthiness, and likeability, so perceptions of target audiences may need to be explored (Kotler and Roberto, 1981).

At the third level, many more decisions need to be made relative to the augmented product Decisions regarding the accompanying services and tangible products that might support the behaviour change These might include education -related services, personal services, clinical services or even community services. These accompanying services and tangible products will also face branding and packaging decisions. Where the product being marketed is a certain behaviour, Starbid (2004) I low indicated there are various types of competition that the social marketer must have in mind. Competition may be an opposing behaviour, doing nothing or may be another thing such as a social norm Social marketers must take the behaviour more attractive than the competition.

Kotler et al (2002) have suggested that decisions regarding the product platform (core, actual, and augmented) be made with two guiding principles: making choices that are bases on a clear understanding of the social marketers competition, and making choices that ensure that target audience will see the social marketers products as offering more and greater benefits than the ones they associate with their current behaviour. Kotler and Armstrong (2001) suggested that the product's positioning be thought of as the way the product is defined by consumers on important attributes, or the place the product occupies in the consumers' minds relative to competing products.

2.4.2. Price

The pricc of a social marketing product is the cost that the target market associates with adopting a new behaviour, Kotler et al (2002). Traditional marketing theory has a similar definition whereby price is defined as the amount of money charged for a product or services, or the sum of the values that consumers exchange for the benefits of having or using the product or service (Kotler and Armstrong ,2001).

Kotler et al (2002) has indicated that adoption costs may be monetary or non-monetary in nature Monetary costs are most often related to tangible objects and services associated with adopting the behaviour Non-monetary costs are more intangible but are just as real for the target audience. They costs associated with time, effort, and energy to perform the

behaviour, psychological risks and losses that might bt perceived or experienced; and any physical discomfort that may be related to the behaviour

The social marketers pricing objective is best described by the exchange theory, which states that what we offer the target markets (benefits) has to be equal or greater than what they will have to give (costs), Kotler and Anderson (1991). A 2- Step process is involved, first, identifying the monetary and non-monetary costs associated with adopting the new behaviour and second, developing strategies to decrease costs and increases benefits.

The first steps in developing pricing tactics is to identify costs associated with adopting the new behaviour (Kotler et al, 2002). There may be exit costs associated with abandoning the old behaviour as well as entry costs associated with adopting the new behaviour (Porter, a 1998) many of these costs are identifying when analysing the perceived benefits and costs of the proposed behaviour relative to competition. Potential monetary costs are also identified, especially for any tangible objects and services that will be prompted in the campaign.

Monetary costs are the prices charged for purchasing tangible objects and services that accompany the social marketing campaign. It may also be the actual cost of the product or service, and in other campaigns it may be any increase in price relative to current products or services being used. Target audiences also face non-monetary costs that are associated with adopting the new behaviour.

These are the strategies to balance the scale, ensuring that the target audience believes the social marketers offer is equal or greater than the costs they perceive Kotler et al, (2002) have proposed two strategies: decreasing the costs of adopting the new behaviour, those associated with exiting the current behaviour as well as entering the new one, as well as increasing the benefits of adopting the new behaviour. The advocate the use of pricing tactics as tools to accomplish this and propose five pricing tactics, decreasing monetary costs, decreasing non-monetary costs, decreasing costs relative to competition, increasing monetary benefits and increasing non-monetary benefits. The be'iavioural exchange must be

such that the perceived advantage of doing the new behaviour must be made to outweigh the perceived costs or the perceived costs of doing the behaviour must be greater than the costs of not doing the behaviour (Starbird, 2004)

Prices for tangible products and services involved in social marketing are typically set by manufacturers, retailers and service providers The social marketer primarily promotes the use of the products or distributes discount coupons and related incentives. When social marketers are involved in setting prices, Kotler et al (2002) have proposed some principles **to** guide decision making They **suggest** that the social marketer first establish his **pricing** objectives before specific prices are set. Kotler and Roberto (1998) have outlined potential pricing objectives as being: maximization of profits, recovering costs, maximizing the number of target adopters, social equity and demarketing where pricing strategies are used to discourage people from adopting a particular social product.

2.4.3 Place

Place is where and when the target market will perform the desired behaviour, acquire any related tangible objects, and receive any associated services, Kotler et al (2002) In the times that we are living in, convenience is valued highly by the consumer of any product. The consumer of social marketed products will evaluate the convenience of social marketers offering relative to other exchanges in their lives. Due to competition, the convenience bar has been raised higher and higher Commercial marketers define place as the marketing or distribution channel. Kotler and Armstrong (2001) define place as a set of interdependent organizations involved in the process of making a product or service available for use or consumption by the consumer or business user.

Social marketers have to develop strategies that will make the place as convenient and pleasant as possible for the target audience to perform the behaviour. Acquire any tangible objects, and receive any services Kotler et al (2002) They also have to do whatever is possible to make the competing behaviour appear less convenient to the target audience. There are many access strategies that can be utilized. Kotler et a! (2002) proposes increasing the number and location of outlets, moving outlets closer to target audiences, providing

mobile units that come to neighbourhoods and work sites, ottering the option of purchasing on-line, over the phone, or through the mail; providing pick up and delivery services to homes or offices; extending hours and days of the week; improving the ambiences of a location; reducing waiting time, improving parking, and in creasing prominence of products displayed on aisles and shelves

Kotler et al (2002) suggested that formal distribution networks be set up when tangible objects and services are included in a campaign in order to reach the target audiences. Kotler & Roberto (1989) describe four types of distribution levels to be considered In a zero-level channel, there is direct distribution from the social marketer to the target audience Tangible products and services are distributed by mail, over the Internet, door - to - door, or through outlets managed by the social marketing organization. In a one - level channel, there is one distribution intermediary, most commonly a retailer In a two - level channel, the social marketer may need to deal with the local distributor as well as the retailer In a three -level channel, a national distributor finds local distributors.

Choices regarding distribution channels and levels are made on the basis of variable such as the number of potential target adopters, storage facilities, retail outlet opportunities, and transportation costs, with a focus on choosing the most efficient and cost -effective option for Stern (2001) have offered principles for guiding the process of selecting and managing distribution channels. They say that channel marketing should satisfy end users hence selecting channels on the basis of the unique characteristics of each market segment. Marketing channels also play a role of strategic importance in the overall presence and success a company enjoys in the market place. They contribute to the products optioning and the organization image, along with the product features, pricing, and promotional strategies. Coughlan and Stern (2001) further suggest that marketing channels are more than just a way to deliver the product to the customer. They can also be effective means to add value to the core product issues currently challenging channel managers include managers include increasingly demanding consumer, management of multiple channels, and the globalization of markets.

2.4.4 Promotion

One the product has been developed, priccs established and distribution channels arc in place, the next thing is for the social marketing organization to create persuasive communications designed and delivered to highlight product benefits, features, and associated tangible objects and services, pricing strategies, including an emphasis on vale relative to the competition, as well as any incentives, recognition, and rewards and place components that offer convenient access.

Kotler et al (2002) have said that the communicator's job is to ensure that the target audience knows about the offer, believes they will experience the stated benefits, and are inspired to act. This is the marketing mix tool relied on most to move target adopters to the next stage of behaviour change Roller et al (2002) state that developing a communication strategy consists of two major elements: creating message and selecting media. According to Kotler and Armstrong (2001), messages are further defined as both what we are trying to communicate (message strategy) and how will communicate (execution strategy) Media decisions include selection of where communications will be delivered, when and by whom.

legel and Doner (1998) have described message creation as a complex art. The final message the target audience receives is a combination of the communication strategy, how the message is executed in the materials, and how the sender processes it. Kotler and Armstrong (2001) suggest that the goal of the social marketer should be to develop communications that will capture the attention of the target audience and persuade them to adopt the desires behaviour. The social marketer's task is to consider and choose from a variety of potential communication elements, styles, tones, words and formats. Kotler and Arnmstrong (2001), advise that a creative brief be developed to help ensure that communications will be meaningful, believable, and distinctive. Kotler and Andreasen (1991) suggest different ways to generated potential messages. Target markets can be interviewed, and ideas can be generated from their comments. Creative brainstorming sessions can also be held, thirdly formal deductive frameworks can be used to tease out possible advertising messages.

Social marketers have suggested adding three additional Ps to the 4-p Classification, especially in connection with the delivery of services (Kotler anJ Roberto ,1989).

2.4.5 Personnel

These are the people who sell and deliver the social product to the target adopters, Kotler and Roberto (1989). The role of employees in enhancing service delivery cannot be underestimated (Zeithaml and Bitner, 1996) even us organizations strive to please the external customers. We can say that "that the marketing place isn't what it used to be" as it is changing radically as a result of major societal forces such as technological advances, globalization, and deregulation. These major changes have created new behaviours and challenges.

One of them is that customers now expect higher quality and service and some customization. They perceive fewer real product differences and show less brand loyalty. They can obtain extensive product information from (he internet and other sources, which permits them to shop more intelligently. They are showing greater price sensitivity in their search for the value (Bitner, 1996)

The 7 P of the marketing mix refers to the "people content" element. This is the customer's perception of the persons (S) or employees providing the service and includes their levels of training and skills that they have Based on this element therefore, a strategic marketer can segment the market and therefore adopt a market niche strategy. Here also image can become a centre factor in a service firm's efforts to differentiate itself from competitors. This may in turn, underscore the importance of brand name as an element in the service firm's strategy. The customers must be able to link a specific image with a specific brand name if a service firm is to successfully ditferentiate itself Here also due to the 'people' element, pricing decisions strategies will include where lawyers physicians, and consultants will charge varying fees, certain consumers will pay different premiums for insurance policies, students different tuitions for education, and different premiums for insurance policies, students different tuitions for education, and different tariffs paid for certain transportation services, while public utilities will charge varying rates (Weinreich, 2002).

Even when a company has excellent products and may have developed a well conceived positioning of their brand and devised a good communication strategy, its products can still fail in the market place because of inadequate attention being given to the role of employees in producing and delivering the service (cernetony and Alc Donald, 1992).

2.4.6 Process

According to Kotlcr and Roberto (1989), process rcton to the steps through which target adopters go to acquire the social product Social ma keters have identified four different models of how target adopters can be moved to the final decision to adopt an idea, behaviour or tangible product. These models are Learn - feel - do adoption, do -feel- learns adoption, leam-do feels adoption and multi path adoption (Ray, 1982). In learn -

do-fccl proccss, adoption will not lake place unless the target adopters first learn about and then develop an attitude toward the social product. In the do-feel-learn process, the target adopters first adopt and idea or practice social product. In the do-feel-learn process, the target adopters first adopt an idea or practice on a tentative basis, then change their attitude s a result of the trial-adoption experience, and then push their attitude toward a final step of better learning. In the learn-do-feel process the target adopters sciect an idea or practice only on the basis of familiarity with it, usually from heavy repetitive media communications. The multi path process synthesizes the other models.

Each element of the marketing mix should be taken into consideration as the program developed, for they are the cores of the marketing effort. Research is used to elicit and shape the final product, price, place, promotion and related decisions. According to Kotler and Roberto (1989), the social agency must formulate a social - marketing mix not only for the target adopters but also for the distribution but also for the distribution outlets. Lafebure and Flora (1988) suggest that there are eight components in the social marketing process. They are consumer orientation, voluntary exchange, audience analysis and segmentation, formative researches, channel analysis, marketing mix, process tracking and management.

2.4.7 Publics

Social marketers after have *different* audicnccs that thnjr program has to address in order to be successful. Publics refer to both the external and internal groups involved in the program. External publics include the target audience, secondary- audiences, policy makers, and gatekeeper, while the internal publics are those who are involved in some way with either approval or implementation of the program (Weinreich, 2002).

Social and health issues are so complex that one agency can't make a dent by itself They need to team up with other organizations in the community to r ally be effective They need to figure out which organizations have similar goals as them and identify ways they can work together. Partnership could be cultivated with local women's groups, corporate sponsors or medical organizations (Weinreich, 2002).

Most organizations that develop social marketing programs opcrale through funds provided by sources such as foundations, governmental grants or donations This adds another dimension to the strategy development, namely, where will they get the money to create their programs e g foundations grants (Weinreich, 2002).

2.5 **Measures of social campaign effectiveness**

The monitoring and evaluation plan entails several components and decisions. It determines processes like what will be measured, how it will be measured, when it will be measured and how results will be reported and used (Kotler et al, 2002).

This is the measurement of a salesperson's contribution to corporate goals. For any evaluation, one needs standardsV Establishment of standards is difficult, but in pure selling's jobs, quotas can be set for minimal performance, atu! salesperson achieving them can be considered as doing satisfactory. Also sales contests and awards can be used.

Reasons of failure to perform includes: lack of intelligence aiu[J] job knowledge, emotional problems, lack of motivation, physical disorders, family problems, problems with groups at work The above can be corrected by training, professional help or transfers, including dismissal.

What will be measured can be looked at through thr -c dimensions;-outcome, process and ethical measures. Rowe et al (1994) define effectiveness as the degree to which a goal has been achieved. Effectiveness means doing the right things. Organisational effectiveness is the extent to which an Organisation optimises it's goals set over an extended period of time (Griffin, 1984).

2.5.1 Outcome measures

Outcome measures arc also referred to as impact measures. Tliey focus on specific results, which can be attributed at least in part to programme and campaign efforts Outcome measures refer to the specific measuiable results (goals) the programme is to achieve. Goals are desired level of behaviour change and may also include knowledge or belief change goals (Kotler et al 2002). The major indicators used f∽r measuring outcomes can be grouped into intended and unintended outcomes.

The intended outcomes include:- changes in behaviour whiph is commonly measured and stated in terms of a change in percentage or an increase or decrease and/ or a change in numbers; change in behaviour intent -is appropriate for campaigns with minimal exposure or when campaigns have been running for only a short period of time; change in knowledge -indicators of which include changes in awareness of important facts, information and recommendations; changes in beliefs- indicators ot which includes attitude indicators, opinions and values (Rowe 1994).

2.5.2 Process measures

Process measures arc other measures of social marketing efforts and include Changes in policy and infrastructure (Kotler ,2002),a campaign goal may focus on causing an important change in policies or infrastructure that will encourage and or support behaviour change, reach and frequency measures include the number of people who might be exposed to campaign element and the number of times they were exposed; media coverage measures include reporting on numbers of column inches in newspapers and magazines, minutes on television and radio news and special programmes and people in the audience attending a planned speaker's event; total impression or cost per impression- this measures combines information such as reach and frequency, media exposure and material dissemination to create an estimate of the total number of people in the target market who were exposed to the campaign elements. Such statistics are then usee to compare the cost efficiency of varying strategies; dissemination of materials- include the number of programme materials distributed (eg. coupons, booklets); participation and contributions of campaign programmes may include number of hours spent by volunteers,, partners and coalition

members participating in the campaign, cash and in kind contributions from foundations and media and businesses

2.5.3 Ethical outcomes

According to Kotler et al (2002), ethical considerations are varied and apply in each of the eight steps of the planning process model. The ethical outcomes have several themes common to all the steps and these are: - social equity, competing priorities, full disclosure, responsible stewardship, conflict of interest s and whether the end justifies (any) means. This is the measurement of a salesperson's contribution to corporate goals For any evaluation, one needs ethics Establishment of standards is difficult, but in pure selling's jobs, quotas can be set for minimal performance, and salesperson achieving them can be considered as doing satisfactory (kotler, 2000).

<center>»   V • - * ⟨⟨' V</center>

This is the measurement of a salesperson's contribution to corporate goals. For any evaluation, one needs standards. Establishment of standards is difficult, but in pure selling's jobs, quotas can be set for minimal performance, and salesperson achieving them can be considered as doing satisfactory. Also sales contests and awards can be used

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Reasons of failure to perform includes, lack of intelligence and job knowledge, emotional problems, lack of motivation, physical disorders, family problems, problems with groups at work The above can be corrected by training, professional help or transfers, including dismissal. Also sales contests and awards can be used.

Reasons of failure to perform includes: lack of intelligence and iob knowledge, emotional problems, lack of motivation, physical disorders, family problems, problems with groups at work The above can be corrected by training, professional help or transfers, including dismissal which are ethical   (Griffin, 1994)

The American Marketing Association (AMA) has a code of ethics whose principles apply to social marketing environments with themes similar to those noted earlier. The AMA themes are: -do no harm, be fair, provide full disclosure, be good stewards, own the problem, be responsible and tell the truth. This therefore provides social marketers with guidelines, which enable them to be ethical as they go ibout their social campaigns.

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CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research design

This was a descriptive study aimed at delineating the extent to which Christian churches in Kenya practice social marketing. Cooper and Schindler (1998) notes that descriptive research design concerns itself with who, what, and where of a phenomenon and useful when the objective of the research is to gain insight and clarify concepts.

3.2 Population of study

The population of interest in the study included Christian churches in Kenya who are members of National Council of Churches of Kenya (NCCK) and Christian Health Association of Kenya (CHAK). According to NCCK and CHAK records as at December 2007, there were 36-registered churches. (See Appendix I). 34 of the registered churches have their headquarters in Nairobi and the remaining 2 elsewhere and because of the small number of the population a census study will be conducted.

3.3 Data collection

Primary data was collected using semi-structured questionnaire (see Appendix IV). It was administered through the "drop - and- pick later" techniques for the respondents within Nairobi and for the respondent outside Nairobi, the same were mailed to them. Church administrators, Bishops, senior pastors or assistant pastors of churches were targeted. This was because they are key figures who play an important role in advising the church board when dealing with their members and the society They are therefore deterministic in sharing the church response to social obligations

The questionnaire has been divided into three pails: -

Part 1 is designed to collect data on demographic profile.

Part II to measure the extent of use of social marketing mix by Christian church.

Part III consist of questions intended to examine the measures the church uses evaluate to the impact of social marketing

3.4 Data analysis

Part I of the questionnaire was analysed using frequency distributions and percentages Data on part II was analysed using the mean scores and standard deviations in order to determine the extent of the use of social marketing mixes. Data on part III was analysed using frequency distributions and percentages Tables and charts were prepared to present the data after analysis.

3.5 Operationalizing the social marketing mix dimensions

Social marketing mix elements were operationalized as given in appendix II and A5- point likert scale to determine the extent to which these element are present within the organisation being studied The tables below illustrate how the social marketing mix variables were operationalized (see appendix II).

In order to measure whether churches measure the impact of social marketing a semi-structured questionnaire was used . The table below shows the extent of impact variable operationalized.(see appendix III)

CHAPTER FOUR

DATA ANALYSIS

4.1 Introduction

In this chapter data has been analyzed using percentages, means, tables and presented in chart form. The section also presents a discussion of the findings from the data collected The data collected was initially coded to enable grouping of similar responses, after which were used to analyze the data of the 36 church organisations that were targeted, only 30 of them responded to the questionnaires

4.2 Church classification

Among the variables, identified to form part of the study was the classification of the churches. It was important to determine the classification in order to determine whether practice of social marketing campaigns was based on the classifications.

Table4 .2.1: Church classification

classification	Frequency	Percentage
International church	14	47
Local church	6	20
Joint	10	33
Total	30	100

N = 30

Source: Author 2008

Chart 4.2.1: Church classification
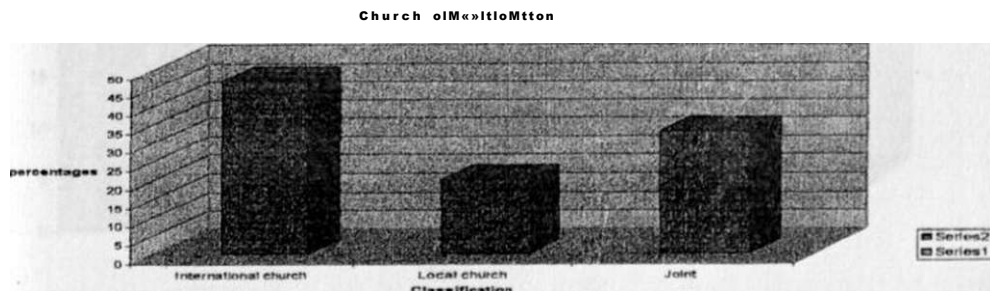
From the table above, it is clear that a slight majority of the church organizations were international. (47 %).

Table 4.2.2: Number of years respondent as worked

Age	Frequency	Percentage
1 - 2 0	15	50
21 - 4 0	9	30
40 and above	6	20
Total	30	100.0

N = 30

Source: Author 2008

Chart 4.2.2: Number of years respondent as worked
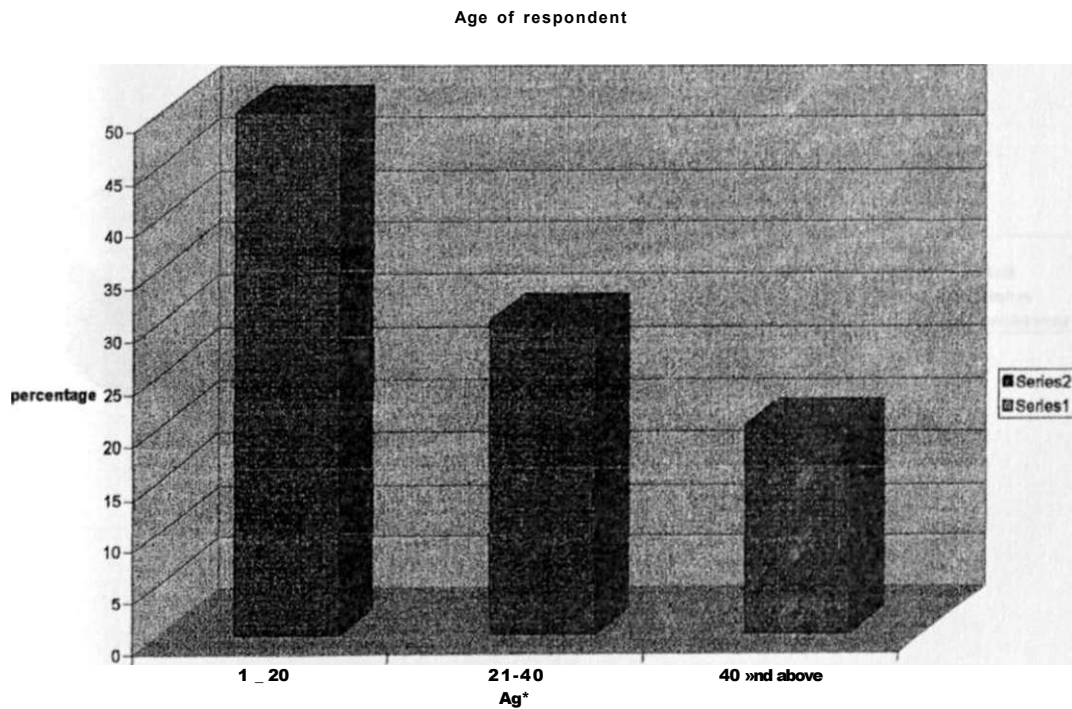
Age of respondent

From the above one may conclude that a great majority of the respondents (50) had worked between 1 - 20 years.

Job titles or respondents

Table 4.2.3: Job titles of respondent

Titles	Frequency	Percentage
Bishops	1	3
Senior pastors	8	27
Assistant pastors	10	33
Church administrators	11	37
Total	30	100

N=30

Source: Author 2008

Chart 4.2.3: Job titles of respondent

Job Titles
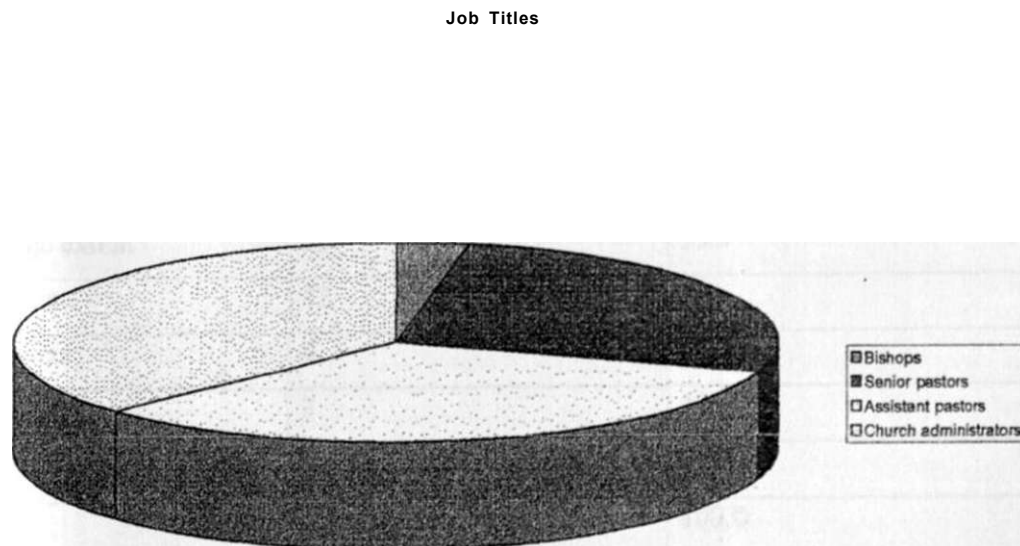
From the table above, it is clear that a slight majority of respondents were church administrators

4.3 Social marketing campaign practiced by church organization

This section attempts to establish the social marketing practiced by church organizations the number that engage campaigns and to what extent, before determining the method that they used in measuring the impact of social marketing campaigns and extent of use The findings are presented below

4.4 Churches Participating in the Campaigns against Drug Abuse.

One of the objectives of the study was to determine the social marketing campaigns used by churches in Kenya and the extent to which they used.

Respondents were asked whether or not they participate in campaigns against drug abuse and to what extent. The table below presents the finding 0l1 the number of churches that participate in campaign against drug abuse as a social marketing

Table 4.4.1: churches participating in campaign against drug abuse

Practice	Frequency	Percentage
Very large extent	10	33.3
Large extent	12	40
Some extent	4	13.3
Small extent	3	10
No extent	1	3.3
total	30	100.0

N=30

Source: Author 2008

Chart 4.4.1: churches participating in campaign against drug abuse

Campaign Ag«tntl rfrug
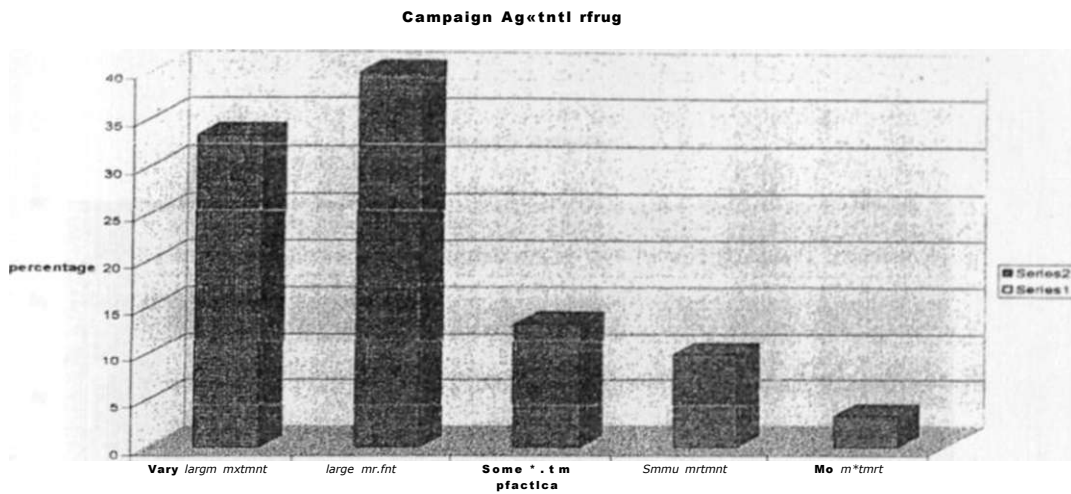
The table Clearly portrays that out of the 30 church organ^ationb, 96.7% participate in campaign against drug abuse to reach their target audiences in (heir campaigns against the pandemic   The reason for this observation could derive red from the observation in literature that drug abuse is considered as sins in the church and a vice. The intended audience may also treat the message with interest and part of preaching against vice in the society

4.4.2 Use of physical activities as social marketing campaigns

Involvement in physical activities is one ways of keeping ones body physical fitness which has been practiced, it use in church organisation and rating as observed in the literature. The following table summarizes the findings

Table 4.4.3:   Extent Of physical activities

practice	Frequency	Percentage
Very large extent	2	6.7
Large extent	1	3.3
Some extent	5	16.7
Small extent	6	20
No extent	16	53 3
Total	30	100 0

N = 30

Chart 4.4.3: Extent (X physical activities

Phytical Activities
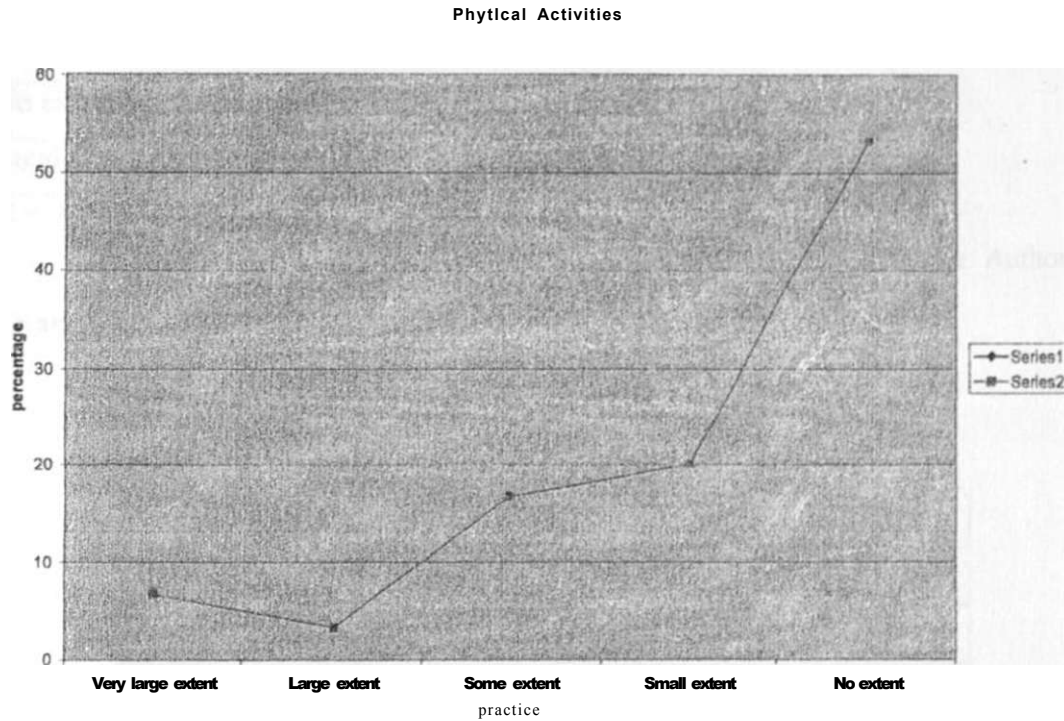
The table above shows that out of the 16 church organizations (53 .3%) does not involve themselves in physical activities, This may be attributed to church involvement in more spiritual rather than physical activities.

4.4.4 Campaigns against HIV/AIDS as social marketing

Respondents were asked whether or not their church organisation campaign against HIV/AIDS and to what extents. The table below presents the finding on the number of church that campaign against HIV/Aids

Table 4.4.5: Churches organisation that Campaign* Against HIV/Aids

practice	Frequency	Percentage
Very large extent	4	33
Large extent	12	40
Some extent	6	20
Small extent	5	17
No extent	3	10
Total	30	100.0

N = 3 0

Chart 4.4.5: Churches organisation that Campaigns Against HIV/Aids

Campaign against HIV/AIDS
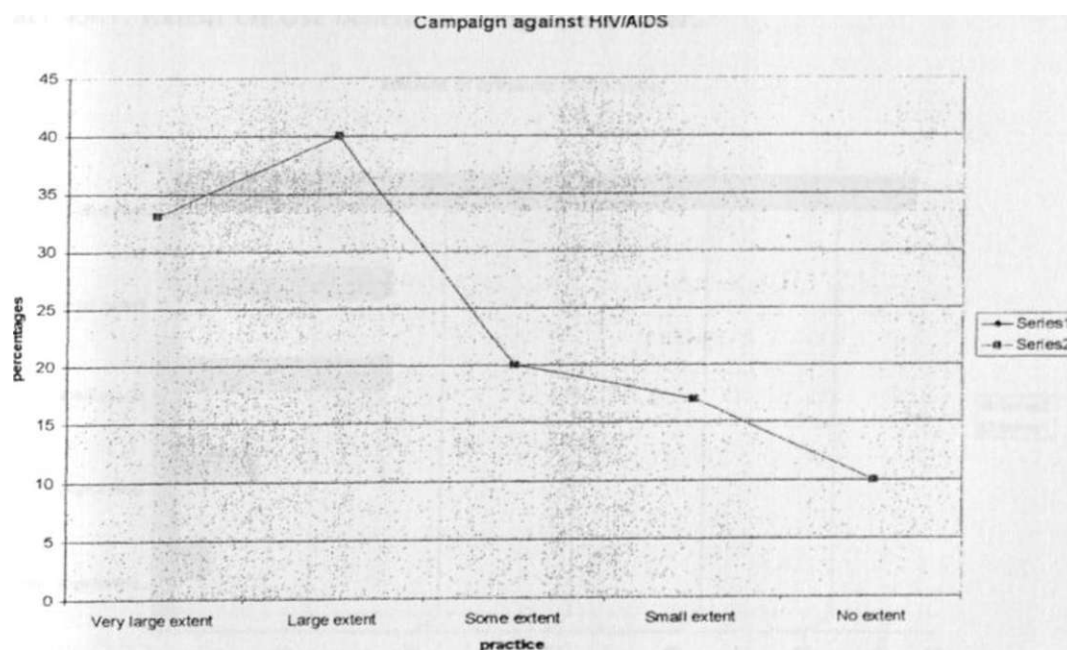
The table Clearly portrays that out of the 27 church organizations, 90% used campaign against HIV/AIDS as a social marketing to reach thei' target audiences in (heir campaigns against the pandemic

4.4.6 Educate benefit of drinking clean water

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Clean water in Kenyan communities is a challenge which not only att'ect the society but also the church member The table below summarizes the findings on this attribute

Table 4.4.7: Extent Of I Jse benefit of using clean water.

practice	Frequency	Percentage
Very large extent	1	3.3
Large extent	2	6.7
Some extent	5	167
Small extent	5	16.7
No extent	17	56.7
Total	30	100 0

N = 30

Source: Author 2008

Chart 4.4.7: Extent Of Use benefit of using clean water.

Benefit of drinking clean water
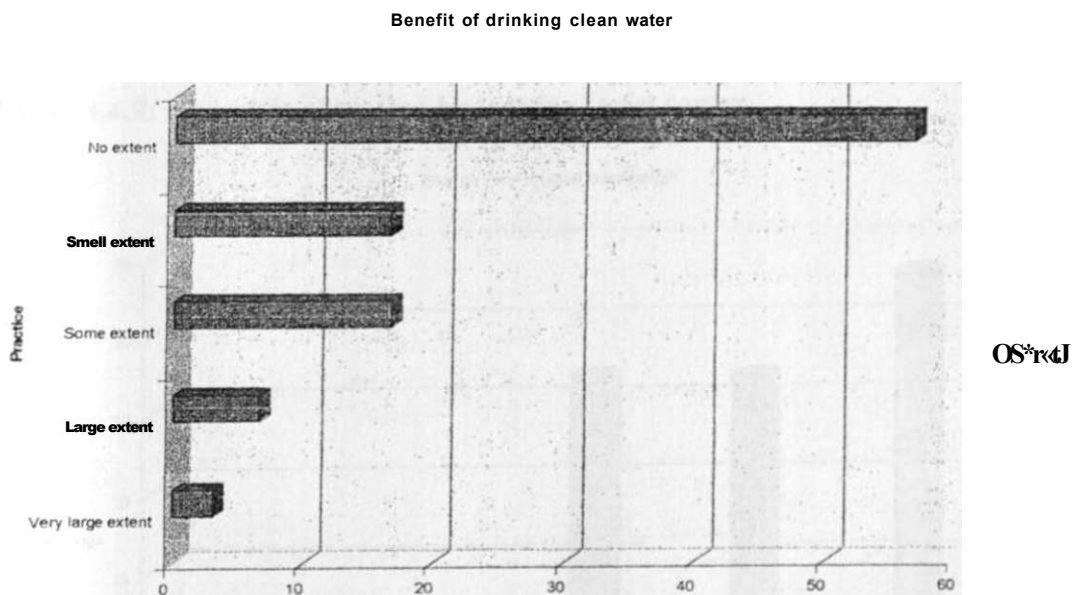
Only one church organization (3 3%) uses this campaign to a very large extent A great majority (56 7%) does riot use *it at all* The *mean* and standard deviation may lead one to the conclusion that campaigns have not been widely embraced by these church organizations as a social marketing despite their wide use by other organizations in Kenya

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4.4.8 Allocate budget Tor social campaigns

Respondents were asked whether or not they allocate budget foi social marketing campaign The table below presents the finding on the number of church organisation that allocate budget for social course

Table 4.4.9: Churches allocating budget for social course

practice	Frequency	Percentage
Very large extent	2	6 7
Large extent	2	6.7
Some extent	8	26 7
Small extent	8	26.7
No extent	10	33.3
Total	30	100.0

N = 30

Source: Author 2008

Chart 4.4.9: Churches allocating budget for social course

Budget tor social campaign
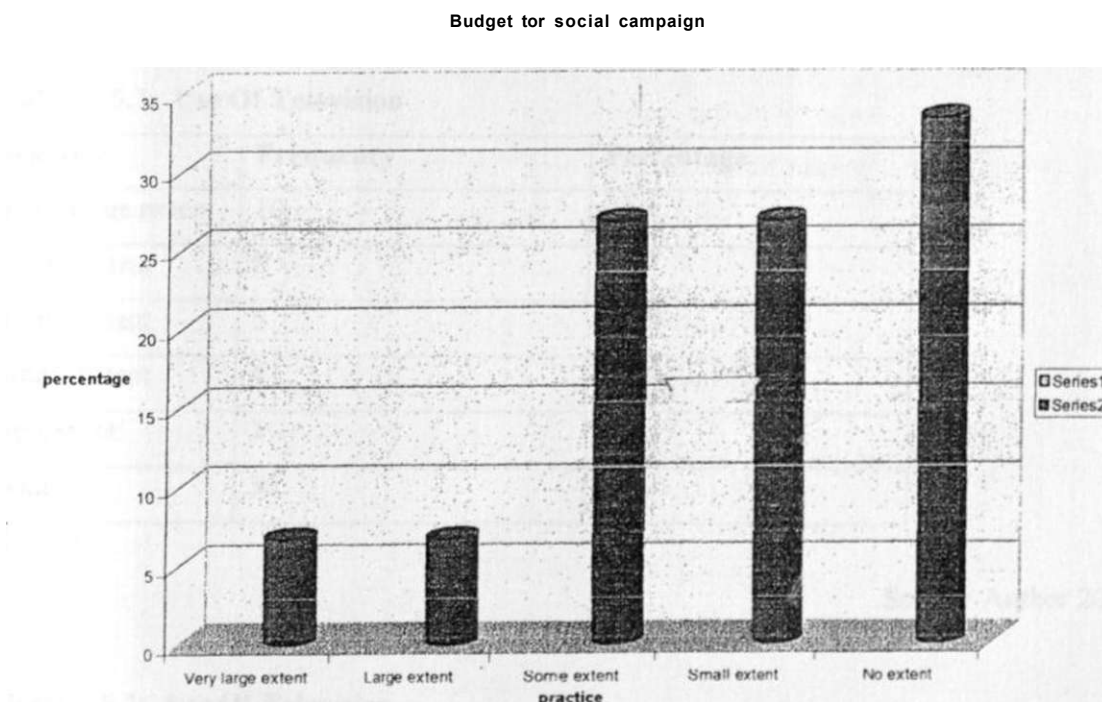
The table portrays that out of the 30 organizations, 20 (66 6%) allocate fund for social course   The reason for this observation could derivcr from the observation in literature that church are non-profit organisation for charitable work This may also be thought that churches get donor funding for helping the less fortunate in the society

4.5 MARKETING   IOOLS EMPLOYED BY CHURCH ORGANISATION IN SOCIAL MARKETING CAMPAIGNS

One of the objectives of the study was to determine the promotional tools that the church involved in social campaigns in Kenya use and the extent to which they used the tools, the results are presented in this section.

4.5.1 Advertising

It was imperative to identify the various forms of advertising used by these organizations that employ advertising to reach their audience, and the extent to which they used the forms.

4.5.2 Television

Television, is a major advertising media especially *in urban* set up because of It's 'reach' and 'rating' The table below highlights the findings on this attribute

fable 4.5.3:   Use Of Television

practice	Frequency	Percentage
Very large extent	10	33 3
Large extent	8	26.7
Some extent	5	16.7
Small extent	4	13.3
No extent	3	10
Total	30	100.0

N = 30

Source: Author 2008

Chart 4.5.3:   Use Of Television

J
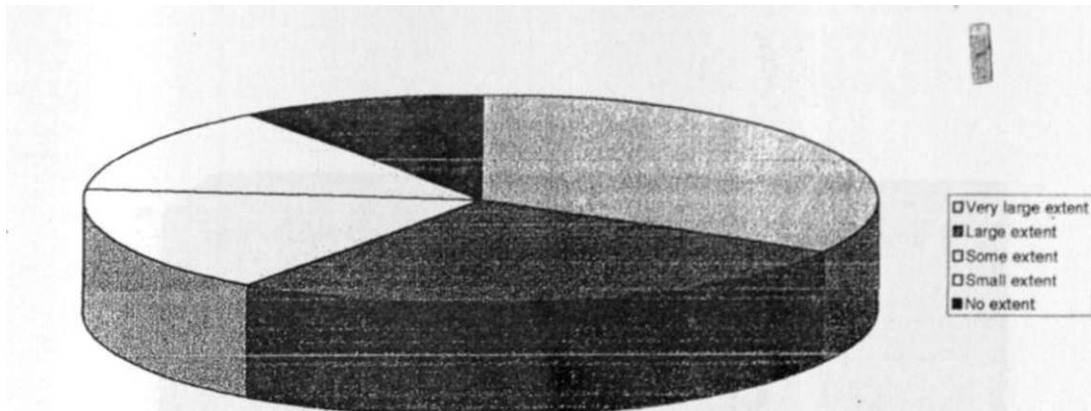
From the table, one may conclude that television, as a medium of advertising, is used to a very extent by church organizations

4.5.4 Radio

Radio is one of the popular means of advertising   Like television, it has a winder reach and rating as observed in the literature The following table summarizes the findings

Table 4.5.5: Use Of Radio

practice	Frequency	Percentage
Very large extent	3	10
Large extent	2	6.7
Some extent	12	40
Small extent	9	30
No extent	4	13.3
Total	30	100.0

N = 30

Table 4.5.5:   Use Of Radio

Uie of Radio
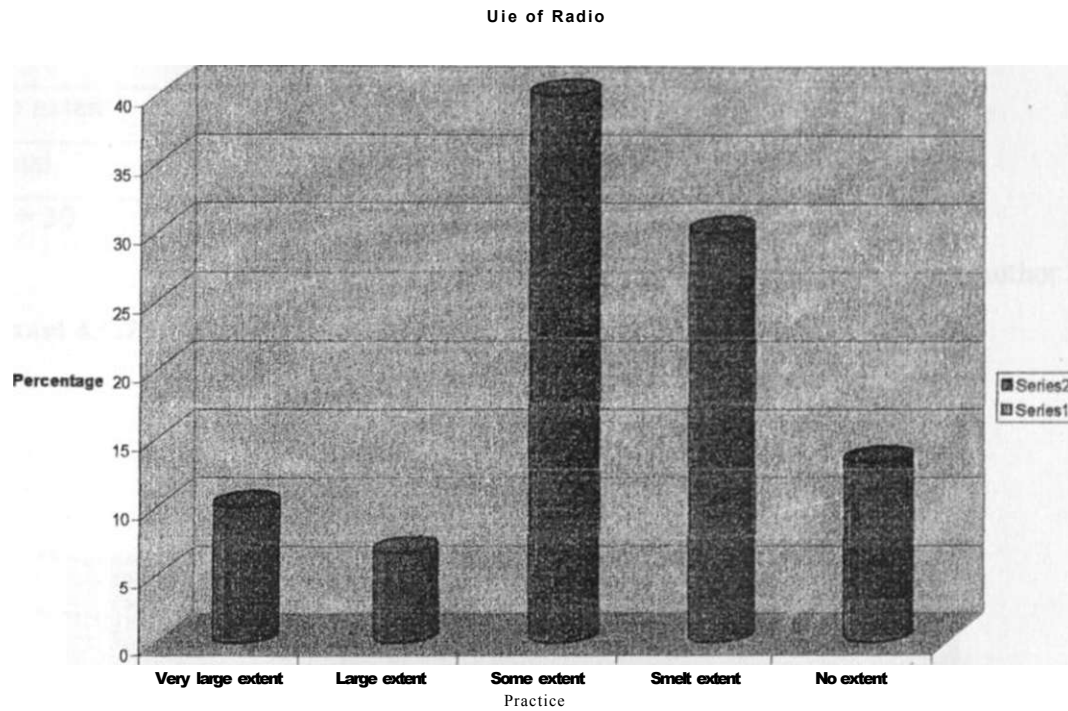
The table above shows that out of the 26 church organizations that used advertising to reach their target audiences, only (10%) used radio **to** a very large extent while a majority (40%) used it on some extent. From the observed means and standard deviation, one may conclude that radio, as a form of advertising; it is widely used by these organizations.

4.5.6   Theatres

The findings with regard to the extent of use of theatres arc presented in the following table

Table 4.5.7 Use of Theatres

practice	Frequency	Percentage
Very large extent	11	36 6
Large extent	6	20
Some extent	7	23.3
Small extent	4	13.3
No extent	2	6.6
Total	30	100.0

N = 30

Source: Author 2008

Chart 4.5.7 Use ol Theatres

Us* of Th«atr»»
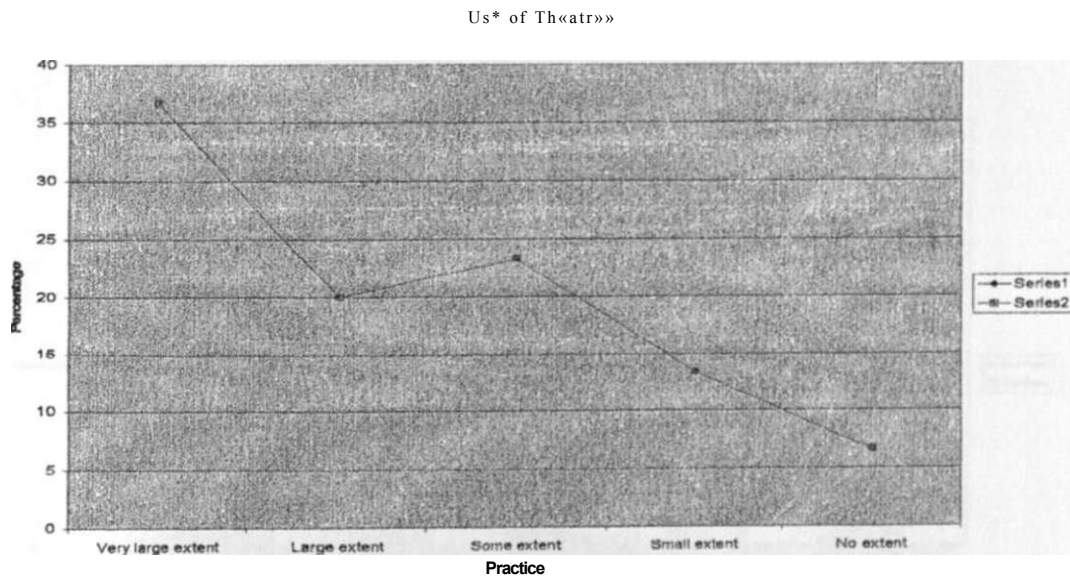
To some extent, theatres are used by church organizations in their social marketing
campaigns. The church organizations use theatre because of the associated impact that is
achieved in their fight against social vices.

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4.5.8　Magazines

Magazines arc another medium of advertising used by ihc organizations to reach their target audiences. The table below presents the findings on this attribute

Table 4.5.9:　Use Of Magazines.

practice	Frequency	Percentage
Very large extent	15	50
Large extent	3	10
Some extent	9	30
Small extent	2	6.7
No extent	1	3.3
Total	30	100.0

N = 30

Source　Author 2008

Chart4.5.9:　Use Of Magazines.
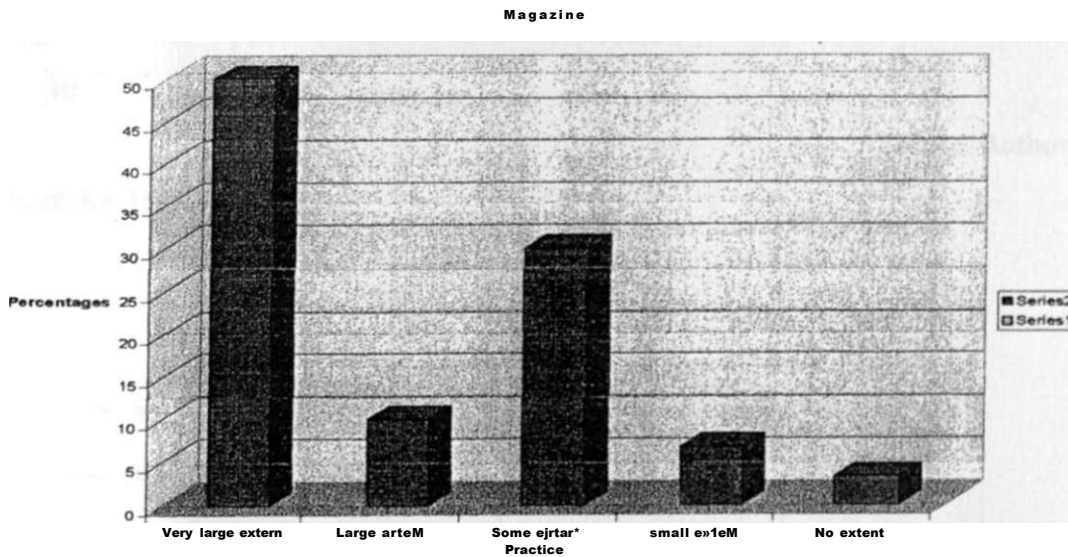
The table revels that magazines arc somehow used by a majority of then church organizations using advertising to *reach* target audience However, a look at the mean reveals that the extent of use of magazines by the church organizations is still very low One

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may conclude that magazines have been widely used by church in their social campaigns against in Kenya. This can be attributed to various factors, being poverty, with over half of the population living below the poverty line The poor in Kenya can hardly afford magazines.

4.6   Transit :Message in the interior of public transport, etc)

Transit are messages put in the *interior of* public transport i.e. trains, buses, taxis, etc) is another advertising medium used in Kenya. The table below brings out the findings

Table 4.6.1:   use of transit

practice	Frequency	Percentage
Very large extent	1	3.3
Large extent	2	6.7
Some extent	3	10
Small extent	2	6.6
No extent	22	73.3
Total	30	100.0

N = 30

Source: Author 2008

Chart 4.6.1:   use of transit

39
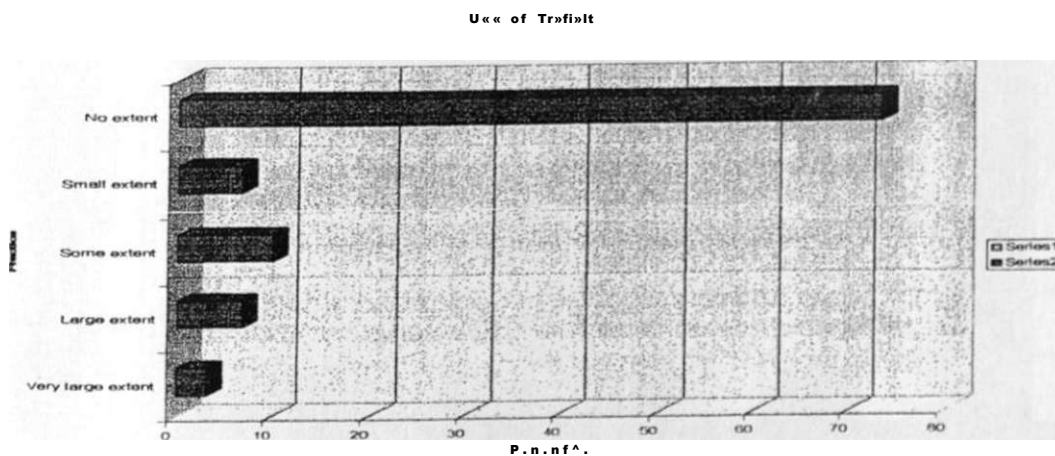
From the findings above, one may conclude that 'transit', as an ?Jvertising medium, is not widely used by the church organisation in the social marketing campaign in Kenya The extent of usage is very low (mean of 3 .3%)

4.6.2   Direct Mail

The table below presents findings on direct mail as a medium of advertising

Table 4.6.3: Use of Direct Mail

practice	Frequency	Percentage
Very large extent	2	6.7
Large extent	2	6.7
Some extent	3	10
Small extent	3	10
No extent	20	66 7
Total	30	100.0

N = 30

Source: Author 2008

Chart 4.6.3: Use of Direct Mail

Otract Mall

40
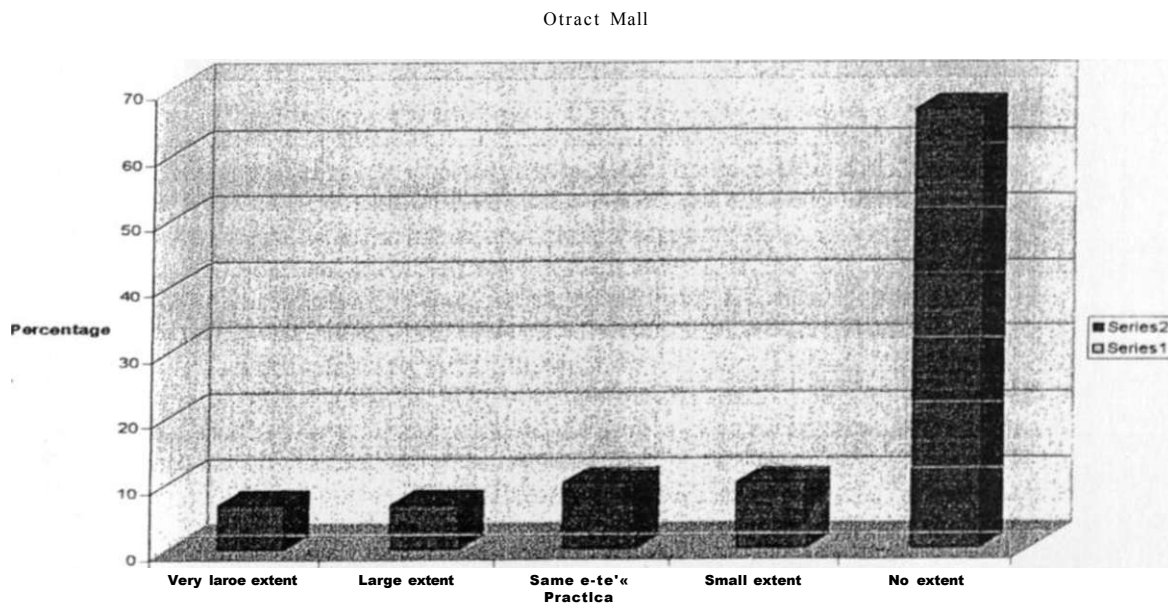
Again, it can be observed that the extent of use of direct mail is relatively low as indicated in the table above Only 10 church organizations use it to some extent, hence, the low mean (3.34%) and lack of it's widespread use by the church organizations

4.6.4   Personal communication

Personal communication is a more dircct immediate and interactive form of communication that establishes a rapport with the target audience This section highlights the findings on the personal communication form of promotion as used by some of the church organisation under study.

Table 4.6.5: use of education strategy.

practice	Frequency	Percentage
Very large extent	16	5 3 3
Large extent	9	3 0
Some extent	4	1 3 . 3
Small extent	1	3 . 3
No extent	-	-
Total	30	IOO.O

N = 3 0

Source   Author 2008

Chart 4.6.5: use or education strategy.

education Stralagy
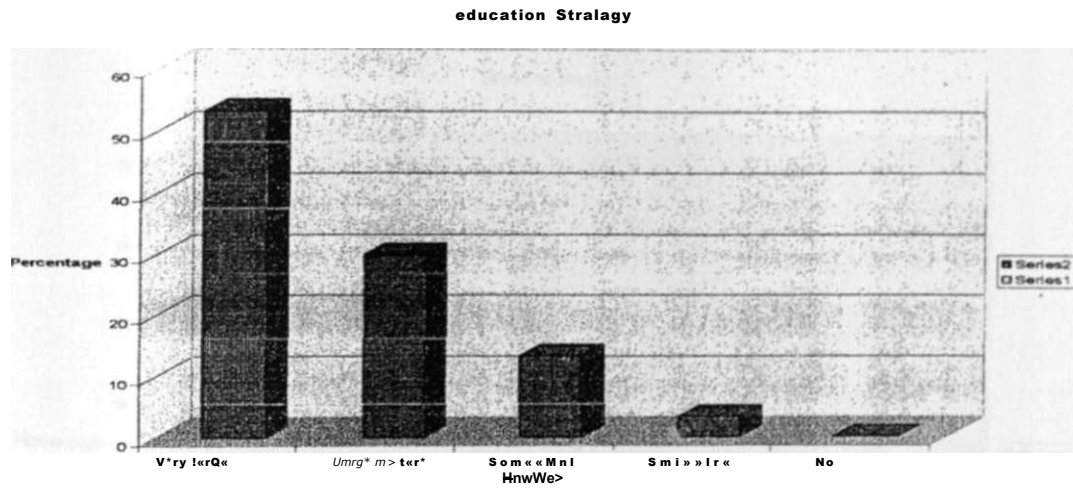
These church organizations use education as a strategy to communicate with their audiences to a very large extent

Table 4.6.6: Use of word of mouth.

practice	Frequency	Percentage
Very large extent	20	66 7
Large extent	5	16.7
Some extent	2	6.7
Small extent	2	6.7
No extent	1	3.3
Total	30	100 0

N = 30

Source Author 2008

Chart 4.6.6: Use of word of mouth.

Word of Mouth

Percentage

• S«ne«2
HSetieti

Very large extent   Large extent   Some extent   Small extent   No extent

Practice
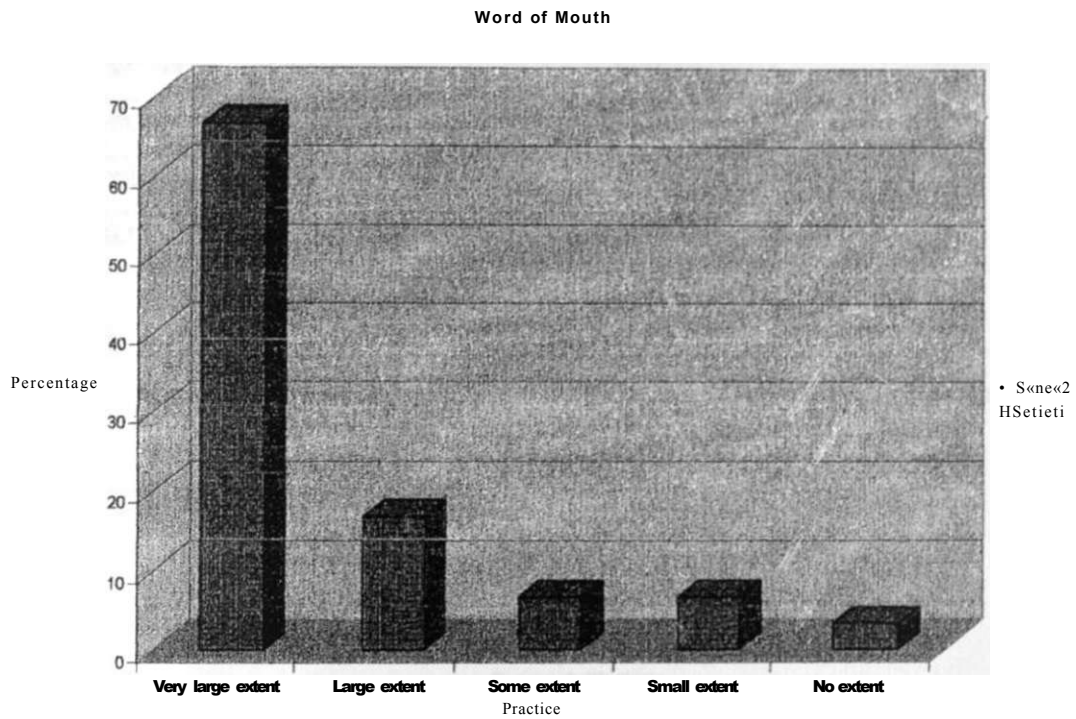
Again, it can be observed that word of mouth is widely used by the churches. The target audience tends to believe messages from their friends and peers, which they regard as credible, compared to advertisements The task for social marketers is to identify adopters and target them in order for the message to trickle down to their acquaintances.

Table 4.6.7: use of out-reach strategy.

practice	Frequency	Percentage
Very large extent	11	36 7
Large extent	15	50
Some extent	2	6.7
Small extent	1	3.3
No extent	1	3.3
Total	30	100.0

N = 30

Source   Author 2008

Chart 4.6.7: use of out-reach strategy.
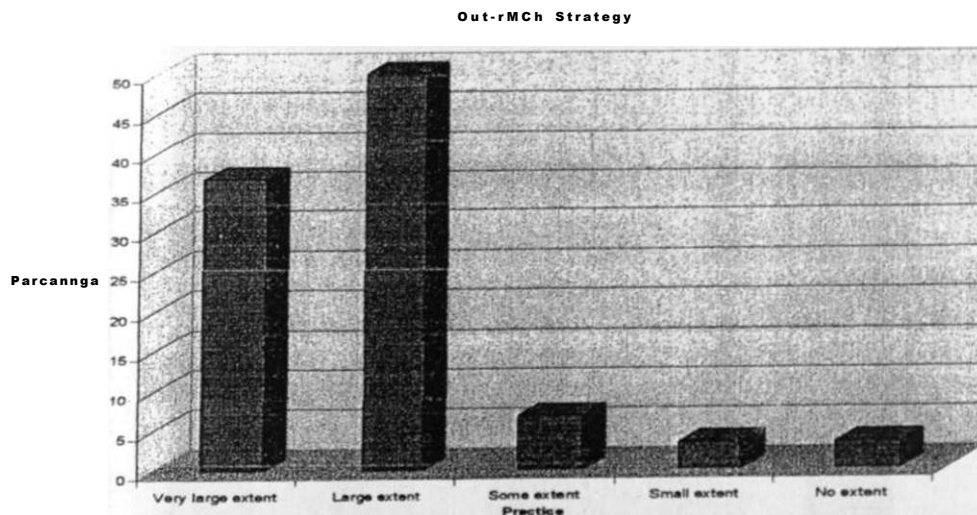
The table shows that out-reach strategy was widely used by church organisation in their quest to pass messages on social marketing campaign to their audiences The average score suggests that it was used to a large extent

44

l ahle 4.6.8:   Use of volunteers

practice	Frequency	Percentage
Very large extent	9	30
Large extent	8	26.7
Some extent	5	16.7
Small extent	6	20
No extent	2	6.7
Total	30	100 0

N = 30

Source: Author 2008

Chart 4.6.8:   Use of volunteers
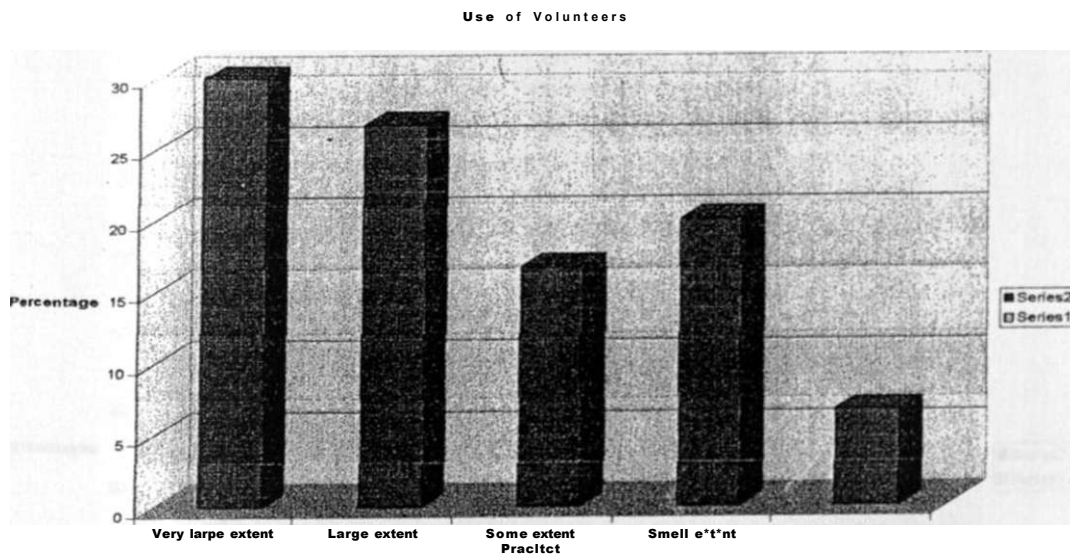
A large number of church organizations employ the services of volunteers to a very large extent. Because of the personal touch, volunteers play a very crucial role in reaching the people. Hence, their wide spread use in personal communication.

45

Table 4.6.9:   Use of professionals.

practice	Frequency	Percentage
Very large extent	2	6 7
Large extent	2	6.7
Some extent	3	10
Small extent	3	10
No extent	20	66.7
Total	30	100.0

N = 30

Source: Author 2008

Chart 4.6.9:   Use of professionals.

Use of Professionals
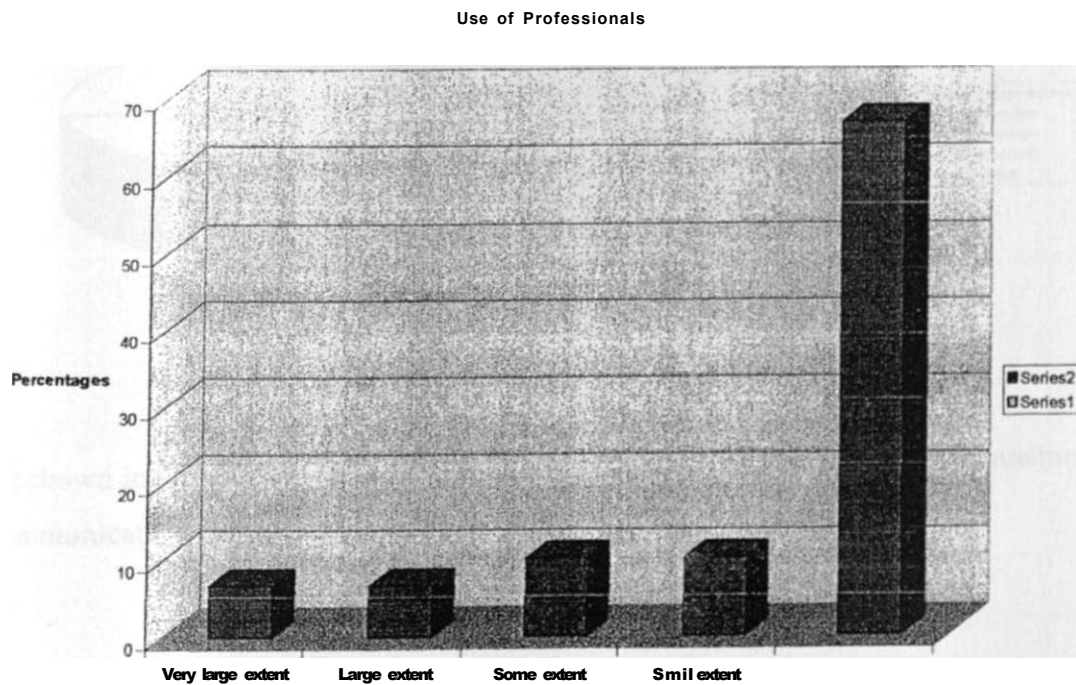
Professionals are also used to a small extent by the church organisation as is evident in the above table

Table 4.7 : use of counsellors.

practice	Frequency	Percentage
Very large extent	10	33.3
Large extent	8	26.6
Some extent	4	13.3
Small extent	6	20
No extent	2	6.7
Total	30	100.0

N = 30

Chart 4.7: **use of counsellors.**
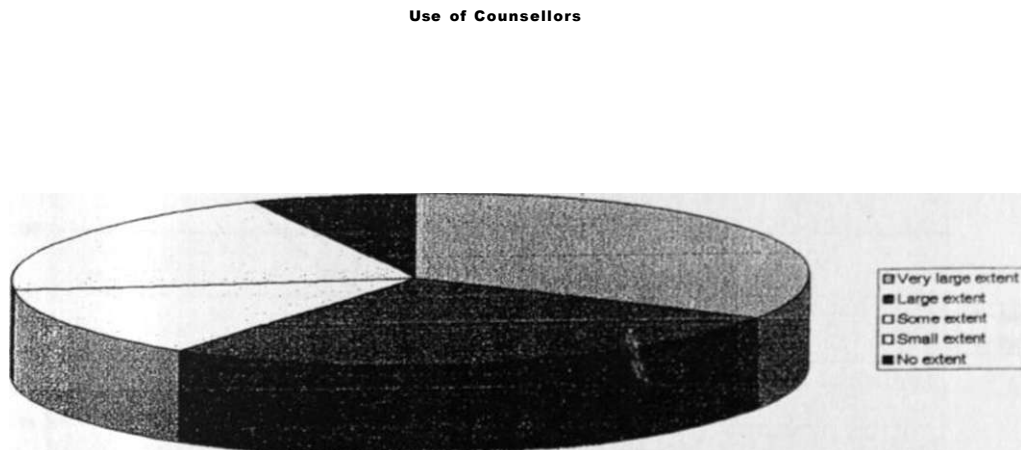
Use of Counsellors

As shown in the table above, most of church organizations employ the use of counsellors to communicate with their target audiences on issues of social campaigns

Table **4**.**7.1:** Use of social **workers**

practice	Frequency	Percentage
Very large extent	12	40
Large extent	8	26 7
Some extent	6	20
Small extent	3	10
No extent	1	3.3
Total	30	100.0

N = 30

Source: Author 2008

Chart 4.**7.1:** Use of social **workers**

Use of social workers
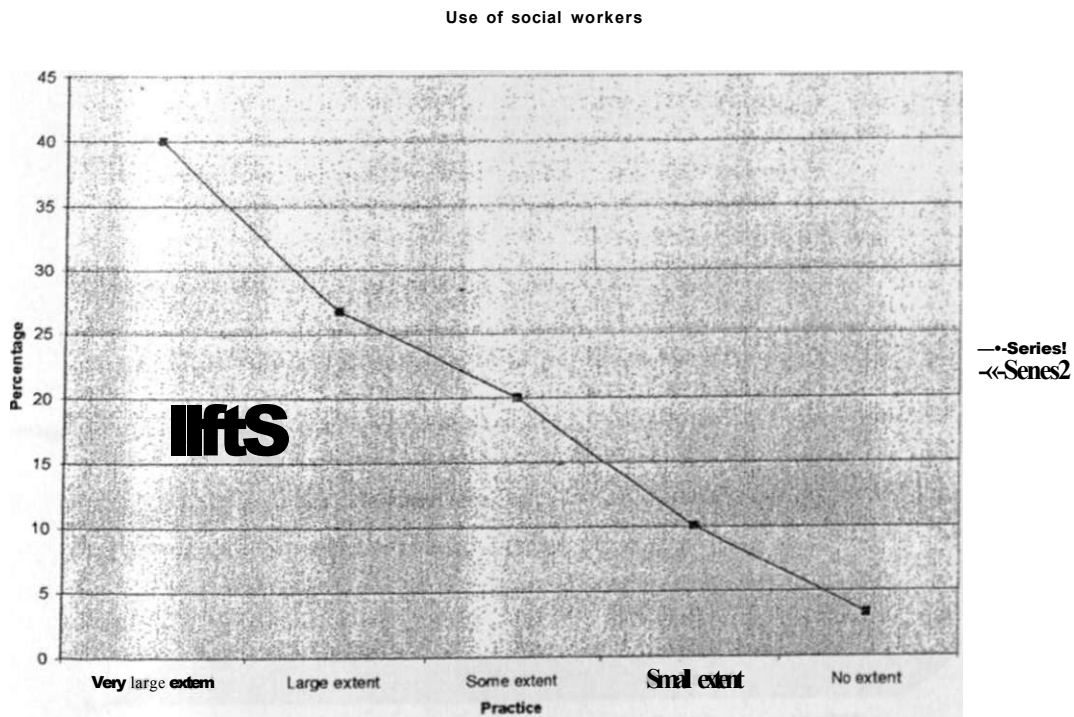
Again, it can be observed from the table above that social workers are used to a very large extent by the church organisation to communicate with their audiences.

Table 4.7.2: llse of services providers.

practice	Frequency	Percentage
Very large extent	2	**6 7**
L^arge extent	3	10
Some extent	2	**6 7**
Small extent	3	10
No extent	20	**66 7**
Total	30	100.0

N = 30

Chart 4.7.2:   Use of services providers.
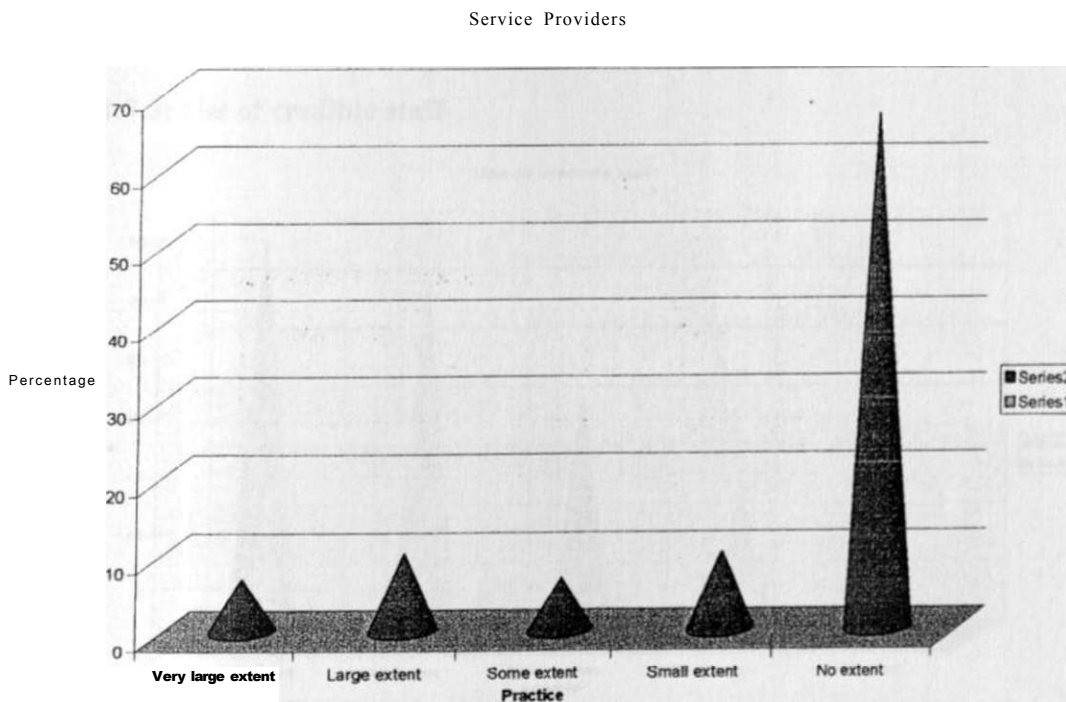
Service Providers

The extent of usage of service providers' church organisation to communication with the audiences is very low as compared to the other of personal communication. One may hence.

conclude that service providers are not widely used as a medium of personal communication by church organisation

Table 4.7.3: Use of credible staff

practice	Frequency	Percentage
Very large extent	10	33 3
Large extent	9	30
Some extent	6	20
Small extent	4	13.3
No extent	1	3.3
Total	30	100.0

N = 30

Source: Author 2001

Chart 4.7.3: Use of credible staff
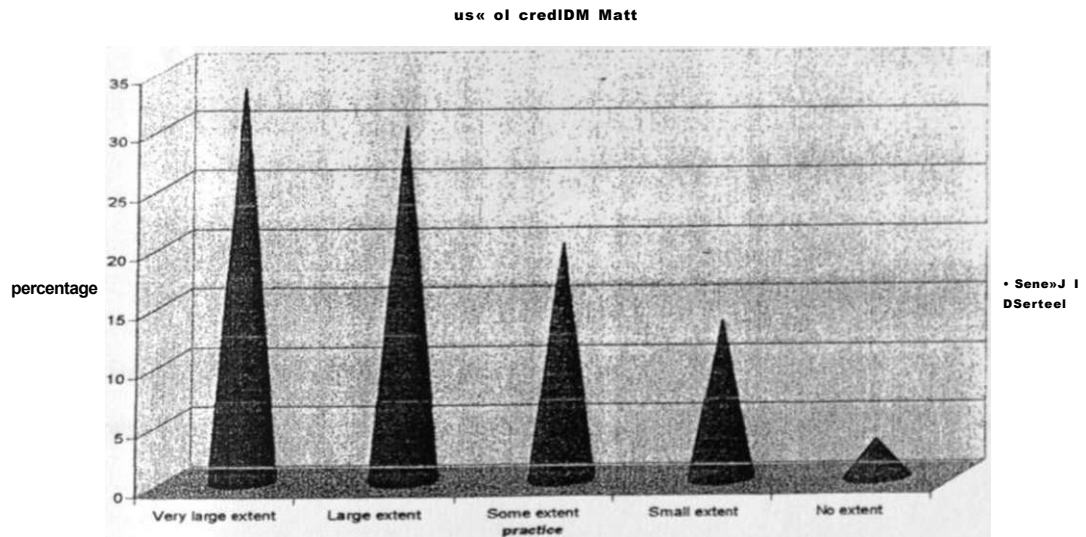
Again, these organizations identified and used members of their members whom they felt were credible, and whose opinions could influence positive reactions from their audiences

Table 4.7.4: use seminars/ conferences

practice	Frequency	Percentage
Very large extent	20	667
Large extent	6	20
Some extent	2	6.7
Small extent	1	3.3
No extent	1	3.3
Total	30	100.0

N = 30

Source: Author 2008

Chart 4.7.4: use seminars/ conferences

Utff of Seminars
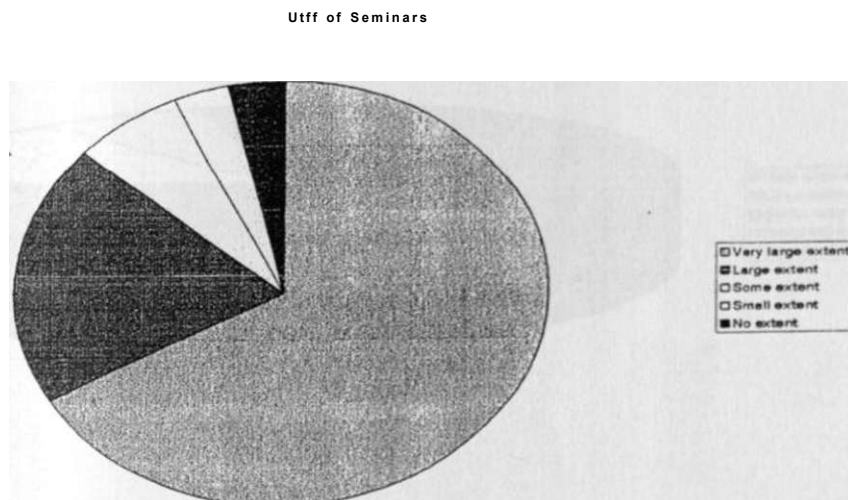
It is clear that seminars/ conferences were widely used by the church organisation in their efforts to pass across their messages on social issues to church member and the society

Very large extent	15	•
Large extent	8	26.7-
Some extent	4	13.3
Small extent	2	6.7
No extent	1	3.3
Total	30	**100.0**

N = 30

Source: Author 2008

Chart 4.7.5: extent of use of special events

Use of Special events

Church organizations also organized special events to reach out to members and society with social campaign messages. Popular among these could be sports events, heart run where teams are invited with the objective of creating awareness.

4.8 Methods Used In measuring the impact and extent of social marketing campaign by church Organizations.

Various methods were used to measuring the impacts and extent of use of the social marketing campaigns programs. This section presents the findings in the following tables. .

52

Table **4.81: Methods Used In measuring the impact and Extent Of** social **marketing campaigns**

Tools	Vei^ large extent	large extent	Some extent	Small extent	No extent
	(5)	(4)	(3)	(2)	(1)
Personally administered questionnaires	8	5	5	2	10
Mail questionnaires	9	5	0	0	15
Electronic questionnaires	5	7	11	0	3
Face to face interview	13	2	0	0	15
Telephone interview	13	2	0	0	15
One time group session	5	2	0	3	20
Videoconferencing	0	0	1	2	27
Panel of same members extended period	1	3	5	1	20
Observation of behaviour Change of target members	2	6	2	5	15

i

N = 30

y large extent	15	50
Large extent	8	26 7
Some extent	4	13 3
Small extent	2	6 7
No extent	1	3 3
Total	30	1000

N = 30

- Source Author 2008

Chart 4.7.5: extent of use of special events

Use of Special events
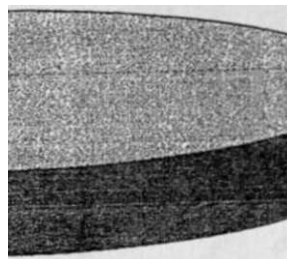
OV«r> lafge ex»»t
• Ler0» n M M
Q Some extent
a Smell «ct«>t
• Wo extew

Church organizations also organized special events to reach out to members and society with social campaign messages. Popular among these could be sports events, heart run where teams are invited with the objective of creating awareness.

4.8 Methods Used In measuring the impact and extent of social marketing campaign by church Organizations.

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52

Chart 4.81: Methods Used In measuring the impact and Extent Of social marketing campaigns

tools for measuring impact
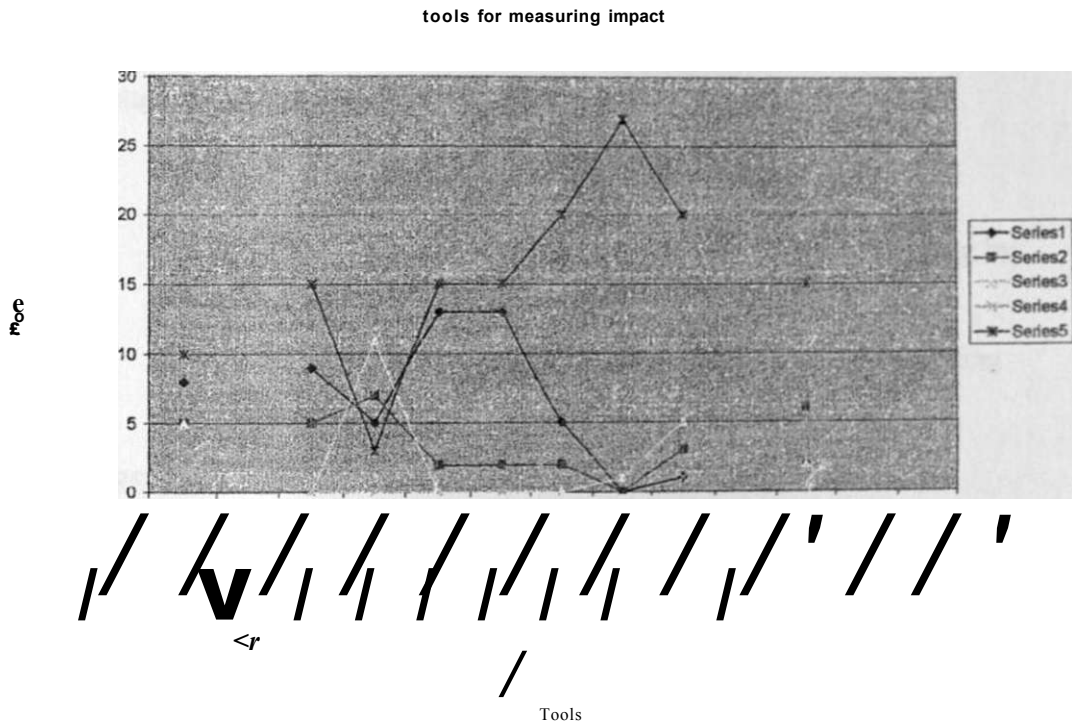
The table clearly shows that of the church organizations used measures impact of social marketing campaign but at very low rate.

CHAPTER FIVE

5.0 DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

The chapter presents discussion, conclusions and recommendations, based on the findings from the study. First, it will discuss the objectives of study viz a viz the findings, and findings, and finally offering recommendations arising out of the study

The study sought t establish the following objectives-

     i)   The extent to which Christian churches use the social marketing mix.

     ii)   The marketing promotion tools used in social marketing by churches.

     iii)   Whether churches measure the impact of social marketing campaigns.

5.2 DISCUSSIONS

The findings indicated that the church organization employed various social marketing techniques in their campaigns, which included campaign against drug abuse, campaign against HIV/AIDS, benefit of drinking clean water, encourage participation in physical activities among others. The finding also indicated that the churches employed various tools in reaching out to their target audience with social marketing messages these included advertising, publicity, mass communication, personal communication These findings are in line with the observation in the literature reviewed. Marketing literature highlight the importance of the social marketing mix in promotion.

Kotler (2000) observes that the mix are used in promotion. He further observes that social campaigns have been used in HIV/AIDS, anti-smoking, anti-alcoholism, drug abuse and many others. Fill (2006) also emphasizes the importance of these tools in marketing communication.

The findings indicated that 40% of the church organization used advertising in its various forms to communicate with their target audiences. This is about half of the church organization that participated in the study. This reveals that advertising is not widely used by the church organization in their social campaigns in Kenya. According to Batra (2002), one

major disadvantage of advertising is that it is costly, and lacks direct feedback to evaluate effectiveness. Belch (1999) further argues lhat the message is frequently treated with scepticism by the target audience These reasons could justify the lack of wide usage of advertising media in their social marketing campaigns, ranging from radio to billboards, which is in line with the literature review (Barry, 1998). In house agencies and magazines were used to a high extent by the church. Billboards and transit were used to the extent Radio and television were not widely used, contrary to the observations in literature

The study found that a majority of the church organizations used personal communication to spread the social marketing campaigns messages. The literature observed that personal communication is most influential due to communication being more direct, immediate and interactive on needs and reactions hence, establishing deeper relationships with the audiences.

Kotler (2000) observes that in social campaigns personal communication takes roles like motivation, out-reach, facilitators, field-work, volunteers, professionals, educators, counselors, etc. the findings support the observation of Kotler (2000). The study found out that among these tools of personal communication, out-reach, volunteers, education strategy, word of mouth, professionals, counselors, and social workers, were used to a very high extent by the church in their social campaigns. The least used tools were service providers, and delivers.

Another tool that the church organisation, used was publicity. An over whelming majority of the churches (80%) used publicity in their campaigns Koltler (2000) observes that the target audience tends to believe publicity messages more. This could explain the welcoming use by the church.. The widely used tools were seminars/conference, credible staff, agents, and special events. These organizations used various tools in communicating with their audiences, e.g. coupons,contests, and samples, all of which were used to a very high extent. Another promotional technique was mass communication. Kotler (2000) observes that it is very suitable for masses. A great majority of the church organisation (81.4%)employed this strategy to spread their social marketing messages. They used tools like print .electronic, special events, publicity, advertising, and sponsorship to spread their messages. The study found out that the different tools were used widely by the organizations.

The findings also indicated that the church evaluated the impact of the social marketing but at small extent. In terms of advertising, the approaches used to evaluate effectiveness were aided recall, unaided recall, attitude tests, inquiry tests, and to a lesser extent, sales tests These are method highlighted by Berkowitz(l 1992).

In personal communication, they employed tools like awareness levels generated, attitude change, adoption, and the favourable image from the promotions to evaluate effectiveness Mass communication employed means like recall, change adoption, objections raise and future plans, to gauge effectiveness. Selective communication employed means like satisfaction levels, uncovering problems, alerting adopters, among others to measure effectiveness.

5.3 CONCLUSION

The findings indicate that these church organizations employ the various marketing mix techniques suggested by marketing literature in their social campaigns the extent of usage of the techniques varies, with advertising having the least usage. Publicity had the highest usage rate.

Social Campaigns' impact is difficult to measure for it means determining the level of behaviour change generated among the target audience.

The study revealed that the church organisations measure the impact of their Social campaigns through use of mail questionnaires, electronic mail, observing the behaviour of target audience among others but at a small extent.

5.4 RECOMMENDATIONS

Various recommendations can be made from the study.

(i)   More emphasis should be placed on personal communication to communicate with the target audience. Personal communication creates a relationship between members and society and, if used carefully, can achieve the desired impact

(ii)   Emphasis should also be place on special events (e.g. sports and rallies) to educate the people about all they need to communicate social issues. Such evens attract people members and society, and the church can use the situation to create more awareness and influence behaviour change.

(iii) More sponsorship of events needs to be sought from both the corporate world and other sources, in order to educate the church members and society on social issues.

(iv) Social marketing campaigns should not only emphasize awareness and behaviour change, but also how to live positive life.

(v) A lot of emphasis need to be place on evaluation of impact of the social marketing campaigns

5.3 SUGGESTION FOR FURTHER RESEARCH

A study need to be done to assess on the awareness creation /behaviour change of the church members and target members of the society.

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CHURCHES REGISTERED WITH NCCK .www churches ke or$_K$ AS AT DFfFVlRFR
2007

 1. African Evangelistic Enterprise

P.O. Box 24974 Nairobi

02-884512

A EE-KENYA I.OKA KENCwmaf. or. ke

2. Anglican Church of Kenya

P.O. Box 40502 Nairobi, 02-2714755, Fax: 2718442

ackenya@insightkenya.com

3. Christian Churches Educational Association

P.O. Box 54701 Nairobi

02-566059

4. Coptic Orthodox Church

Member Church

P.O. Box 54161 Nairobi

5. East African Yearly Meeting of Friends (Quarkers)

Nairobi Quakers. Box 8321 Nairobi

6. Fellowship of Christian Unions (FOCUS)

P.O. Box 48789 Nairobi

7. Kenya Assemblies of God

P.O. Box 62922 Nairobi

8. Kenya Evangelical Lutheran Church

P.O. Box 72772 Nairobi

9. Methodist Church of Kenya

MCK Headquarters', P.O. Box 47633 Nairobi

10. National Independent Church of Africa

P.O. Box 73051 Nairobi

11. Pentecostal Evangelistic Fellowship of Africa

P.O. Box 1652 Nairobi

12. Presbyterian Church of East Africa

P.O. Box 48268 Nairobi

13. Salvation Army

P.O. Box 40575 Nairobi   •

02-227541/2/9, Fax: 335538

CHURCHES REGISTERED WITH CHAJK. www.churches.ke.org AS AT DECEMBER 2007

1 .Nairobi Pentecostal Church

2. Pentecostal Assemblies of God

3. Seventh Day Adventist

4. World Revival Union Church

5. African Gospel Church

6. Africa Inland Church

7. Baptist Church

8. Church of God

9. Full Gospel Churches of Kenya

10. Maranatha Mission

11 .Reformed Churches of Kenya

12. African Divine Church

13. Faith Ministries

14. Church of God

15. Deliverance Church

16.East African Pentecostal Churches

17 Catholic Church

18 Free Pentecostal Churches of Kenya

19. King Jesus Faith Ministries

20. Lavington United Church

21. Nairobi Chapel

22. Reformed Churches of Kenya

23. Redeemed Gospel Church

Social Marketing Mix Variables	Expanded Definitions .	Relevant Issues	Relevant Questions
A) Product			
-Behaviour change		-Longer & health body -Prevent alcohol poisoning -Improved general health -Natural immunities for infants and mother-child bonding. -Early detection and treatment of breast cancer -Prevention of decay, gum disease. -Protection from preventable diseases -Reduced risk of heart attack - Reduced of salmonella poisoning -prevent injury for self and others -suicide prevention -sexual assault prevention -protection from physical abuse -improve water quality -prevention of old growth forest -avoidance of electric power black outs -avoidance of costly fines and penalties -saving someone's life -helping members of your community	.

B)**Tangible products/ services**	-community walking clubs -10 litres durable bottle -in house nurse consultation -wallet size immunization card -help line for domestic abuse -alert button in case of a fall garbage compost tumbler -national organ donor card • - training for crisis line		#
C) **Price** Monetary cost	-Blood pressure monitoring equipment -birth control pill -garbage compost tumbler -energy saving bulbs -fees for family planning services -parenting classes -smoking cessation classes -suicide prevention workshop nurse consultations -immunizations	-afFordability by the church members - affordability by the society - affordability by the church	.
Non monetary	-sorting garbage -pulling over to use the cell phone -cooking balanced meals -reusing grocery bags -finding out whether a lump is cancerous	.	

	-having a cup of coffee without a cigarette -taking shorter shower -exercising -craving a cigarette		
C) place	-making the location closer -extend hours make the location more appealing -be there at the point of decision making	-exercise facility at church -breast feeding consultation provided during home visits -dental floss kept in the church room -blood pressure checks al the church	
D) Promotion	-Television -radio -internet -newspapers -brochures -videos -flyers -posters -T-shirt -face to face meetings -songs -movie -bus shelter display -meetings -booklet	-choosing type of media channel -selecting specific media vehicles -determining the campaign timing	
E) Partnership	The who can help the church achieve its mission well-wisher/ donor .volunteer	-collaborate with the government, NGOs and private sector	
F) Public	-Organisation stakeholders	-Identification and involvement of key stakeholders .e.g. church members, individuals in the society, schools and other churches	

Social Marketing Mix Variables	Expanded Definitions	Relevant Issues	Relevant Questions
G) **Personnel**	-Employees of the church	-Training skills development -number of employees -awareness of staff -volunteers	
H)**Purse Strings**	-Source of funding eg sponsors, self and donors		
I) **Process**	-steps target adopters go through to acquire the social product		
Social Marketing Mix Variables	**Expanded Definitions**	**Relevant Issues**	**Relevant Questions**
Personally administered Questionnaires	respondent self administered	-establish rapport and motivate respondent -clarify the questions, clear doubts add questions	
Mail questionnaires	-questionnaires sent to respondent by post	-wide geographic regions can be reached Respondent take more time to respond at their convenience	
Electronic questionnaires	- electronic mails	-can reach globally -fast delivery	
Face to face interview	- interview in person	-anonymity of respondent is high -use of visual aids	
Telephone interview	-speedier than personal interview	-wide coverage	
One time group session(panels)		Changes are to be studied over a period over a period	
videoconferencing		Gathering information for different people at different location	
Panel of same members over extended period		Panel change from time to time to time	

APPENDIX 111: (Introduction letter)

Mutea M. Fredrick
University of Nairobi
Po Box 30197-00100
Nairobi

April 2008

Dear Sir/Madam:

<u>RE: REQUEST FOR RESEARCH DATA</u>

I am a postgraduate student at the University of Nairobi, Faculty of commerce. I am conducting a research project on "The extent to which Christian churches in Kenya practice social marketing". This is in partial fulfilment of the requirement of the master in Business Administration.

Your reputable organization lias been selected to form part of the population of the study. The purpose of this letter is to request you to kindly fill out the attached questionnaire as truthfully as possible. The information you provide will be treated with strict confidence and will be used solely for academic purposes. Neither your name nor that of your organization will appear anywhere in the final report. A copy of final report will be made available to you upon request. Thank you in advance

Yours faithfully

Mutea M Fredrick   Margaret A. Ombok
    Student   Lecturer

Department of business Adm.   Department of business Adm.

QUESTIONNAIRE .

The questionnaire below has three parts part I is aimed at giving a general background of your church. Part II deals with social marketing campaigns Finally part III deals with evaluation of impact of social marketing campaigns.
Please respond to questions as indicated against each one of them

PART I

a. How will you classify your Church as to ownership (tick as appropriate)

International   Church   .   I____I

Local   Church   I___1

Joint International and local ownership   I____i

b,   For how many years have you worked in this church?

Years   I   I
d Please indicate your job title_____J

PART II
 Social marketers sell behaviour change. Change agents typically want target audience to do one of four things: accept a new behaviour, reject a .potential behaviour, modify a current behaviour, or abandon an old behaviour, reform groups and government agencies have applied social marketing campaigns to such causes as family planning energy conservation, improved nutrition, antismoking, prevention of alcohol and drug abuse, safer driving, and myriad other causes.

e, Below is a list of social marketing campaigns. Please indicate the extent to which your

church practice them on a scale of 1-5
     Where: - 5 is -to a very large extent and 1 is-to no extent

	Issue	Very large Extent	Large extent	Some extent	Small extent	No extent
		5	4	3	2	1

1.	Campaign against drug abuse by church members and society		.		
2.	Encourage target audience to engage in physical activity			.	
3.	Educate church members and society the benefit of drinking clean water.				
4.	Allocate budget for social campaigns				
5.	Educate church members and society to breast feed at least 6 months				.
6	Educate church members and society Conduct a monthly self breast cancer exam				
7	Advice church members and society to call for help when sexually abused				
8	Encourage church member and				

	society to plant native plant					
9	Encourage church members and society buy recycled materials		»			.
10	Advice church members and society to read instructions and measure pesticides properly.					
11	Advice church members and society on how to conserve electricity					
12	Advice church member and society to use litter bins					.
13	Encourage church member and society to become a blood donor	.	.			
14	Encourage church member and society to volunteer					
15	Assist church member and society in reducing cost of birth pill	-				
16	Giving church members and society the					

benefit of cooking balanced <u>meals</u>

Warning and advising church members against <u>alcoholism</u>

Providing exercise facility at work place and church

Organising walking groups in churches and on community <u>trails</u>

Offering conveniently located teen clinic that have reading materials and <u>good decor</u>

Offering 24 hours help line for counselling and information

Breastfeeding consultation provided during home and church <u>visit</u>

Communicates family

	planning issues to church members and society				
24	Encouraging young people in the church and society to vote	.			
	Conduct research to ascertain affordability of tools need for social changes				
25	Use news paper to educate church members and society on HIV/aids	.			
26	Conducts surveys to determine whether social services are conveniently available to target audience				.
27	Use television to communicate to church members and society on social issues e.g. constitution				
2,	Use printed T-shirt to educate members and			.	

r	society about social issues					
29	Use radio to communicate social issues to target audience					
30	Uses newsletters media to communicate social issues to target audience					
31	Uses songs to pass social issues to target audience					
32	Uses meeting to address domestic violence in social market campaigns					
33	Discourage church members and society against bad eating habits					
34	Warn church members and society about dangers of fat intake					
35	Has adequate number of competent staff for social campaigns					

36	Provides on going training of staff for skill and career development					
37	Educate church member and society the benefit of safe driving					
38	Encourage the members and the society to use set belt	.				
39	Advice church members and society on domestic violence					
40	Educate church members and society on how to prevent suicides					
41	Advice church members and society on oral health					

Others
(specify)

PART III

f, Please indicate the methods your Church uses in measuring impact of social marketing campaigns.

Where: - 5 is -to a very large extent and 1 is-to no extent

	Issue	Very large extent 5	Large extent 4	Some extent 3	Small extent 2	No extent 1
1	Personally administered Questionnaires					
2	Mail questionnaires					
3	Electronic questionnaires					
4	Face to face interview					
5	Telephone interview					
6	One time group session(panels)					.
7	videoconferencing					
8	Panel of same members over extended period					
9	Observation of Behaviour change of target members				.	

A) Others(specify)

THANKS FOR YOUR CO-OPERATION, GOD BLESS YOU