

Social marketing and culture

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Project description:

The use of social marketing to effect behaviour change in a range of different contexts has been well established (Hastings and Saren 2003). Less well studied are, for example, the applications of social marketing where marketers have to take into account various social and cultural factors, specifically the role of religion (Balarajan 1996). The impact of religion on consumption has been recognised (McManus and Drenten 2016), and people's religions often influence their patterns of consumption, both in the sense of what they eat and drink and in the sense of what they purchase and utilise (Van Ness 1999).

Moreover, health statistics demonstrate that certain health problems are particularly rife in specific parts of the world and becoming more acute where research into socio-cultural factors is limited (Majeeda et al. 2014) and where religion plays an important role in social and personal life.

This PhD studentship will focus on the impact of culture and religion (Jafari et al. 2015) on behaviour change in a specific non-western society or societies. The final choice will be the result of discussions between the student and the supervisor(s). The dissertation is likely to draw upon the literature on social marketing, health and the specific health conditions to which the behaviour change is related (e.g. diabetes). The literature review may also draw on, for example, the literature relating to social support (Anderson et al. 1996) and social capital or that dealing with social psychology and theories relating to risk-taking, including the low level of understanding of risk factors (Datta, 1995), fatalism or filial piety (Gatrad and Sheikh 2002). The dissertation will also likely examine the literature relating to the culture and religion of the societies being studied and how that may affect peoples' health-related behaviours. The final selection of theories will be determined by the student's evaluation of a range of relevant literature.

Candidates are likely to have some idea of the target populations that they are seeking to study for this research and it is hoped that their personal backgrounds may enable them to gain access to relevant sample groups. The research will adopt qualitative methods: these may include case studies, ethnography, action research, and interviews. As such, applicants will be expected to demonstrate a strong capability with written English.

References:

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Gatrad, A. R. & Sheikh, A. (2002) Palliative care for Muslims and issues before death, *International Journal of Palliative Nursing*, 8, 526-31.

Hastings, G. & Saren, M. (2003) The critical contribution of social marketing: theory and application. *Marketing Theory*. 3, 305-322.

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