

Promotional Mix Strategies, Social Behaviour Change and Social Product Adoption among Not for Profit Projects

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ABSTRACT

Not for Profit organizations promote the change of behaviors that have a negative impact to the environment and to the community. Such behavior are associated with causing diseases or environmental degradation. Various strategies have been used to help people quit smoking, prevent HIV-Aids, Prevent Malaria, improve dietary intake, reduce lifestyle diseases, improve sanitation, water purification, improve maternal health or even conserve forests. Persuading people to change behavior without supportive structures does not lead to behavior change. Most campaigns end without any change, or with minimal change that is not sustainable. The sustainability of this change in behavior relies mostly on cues of action or adoption of products and services that facilitate or reinforce the behavior change. Social Marketing has been used to improve adoption of social products and services and ensure sustainability. This paper explores the various promotional strategies used in social marketing, how they link to theories of change and product adoption. The paper demonstrates the effectiveness of promotional channels, tools in initiating change, the mediating effect of awareness and knowledge and how it predicts adoption of new behaviour /social products. Finally the paper demonstrates the moderating effect of product and service accessibility/availability in social behavior change and sustainability. This is an applied research from program implemented between 2014-2018 March in 11 sub-counties in Kenya, across 4 counties, targeting 1 million households.

Keywords: Improved sanitation, sustainable development goals, SDGs, social sustainable sanitation marketing, promotional mix, Social Behavior Change Communication, BCC, SBCC, Open defecation, CLTs, handwashing, improved toilets, hierarchy of effect model, health belief model, word of mouth,