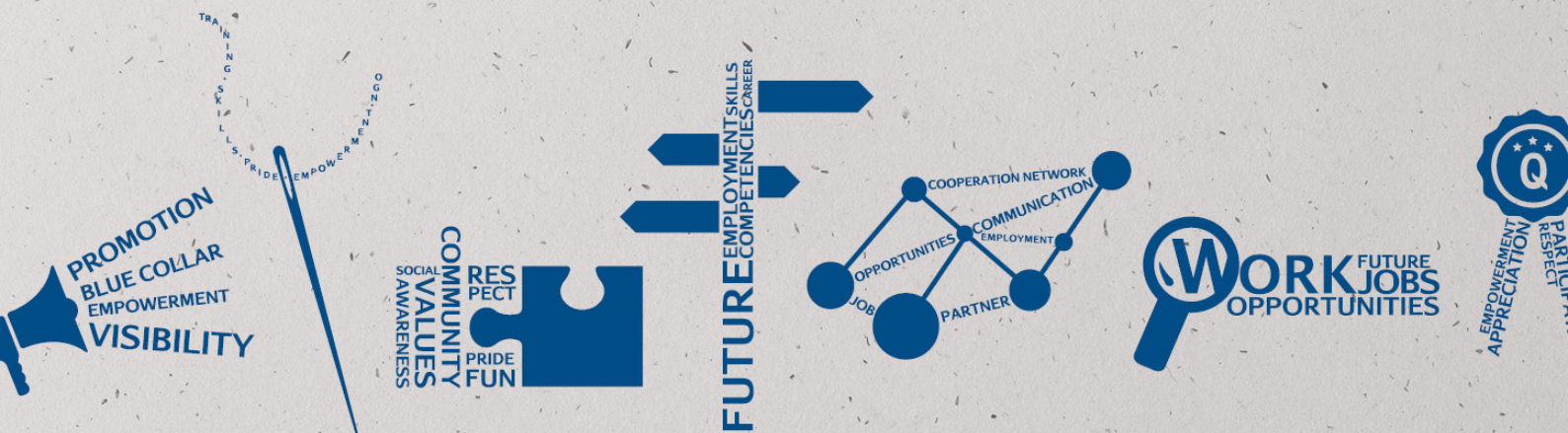




1.1 HOW TO ELABORATE A SOCIAL MARKETING STUDY



HOW TO ELABORATE A SOCIAL MARKETING STUDY



What Is It Useful For

Encouraging more job seekers, graduates and students to apply for Blue Collar work requires **modification of perceptions** and is strongly related to a **behavioural change** of the target groups. This is difficult to achieve through standard commercial marketing approaches alone (e.g. mass media). In this context social marketing is the most effective approach when aiming at a behavioural change of a specific group or even the overall society. In contrast to commercial marketing it does not promote a certain product or service with primarily profit interests, but tries to **influence the behaviour of a target group or the overall society for a greater social purpose**.

In order to effectively change behavioural patterns of the target group one thus needs to understand in detail the reasons for their current comportment and under which conditions they would be willing to change towards the desired behaviour.

To this end a **social marketing study** needs to be undertaken. It will help to better understand the target group and is the crucial basis for the formulation of effective marketing instruments.

The tool describes in detail how a Blue Collar social marketing study is conducted, which aspects should be analysed and how to best approach the target group.



When To Use

This tool can be used e.g. by companies, professional associations, marketing agencies or NGOs whenever vacancies for particular tasks in the Blue Collar segment cannot be easily filled with appropriate candidates due to a number of reasons, such as a rather negative image of the job.

In particular, it should be taken into consideration in cases where image campaigns are being planned, but previous experience shows that effective outreach to the target group has not been successful (i.e. through standard commercial marketing approaches).



How Long Does It Take

3-4 months for study concept development, data collection and analysis



What Is Needed

- A person in charge for overall coordination of the social marketing study elaboration process including coordination with social marketing agency
- Access to different players of society
- Budget for the social marketing study including concept development as well as data collection and analysis (e.g. through a marketing agency)



Examples

The approach has been successfully applied in the following fields in Greater Cairo, Egypt:

- Logistics / Transportation / Fast Moving Consumer Goods (FMCG)
- Printing and packaging sector
- Cross-cutting campaign "Shoghiana" (see tools [1.3](#), [2.2](#) and [2.3](#))

It might also be applied in other sectors which fulfil the following criteria:

- Have a high need for Blue Collar workers
- Face considerable challenges in finding suitable candidates for certain workplaces due to a rather negative image of the occupational profile
- Have considerably low retention rates among Blue Collar workers



WHAT TO DO

In order to achieve the above mentioned objectives, the following steps should be undertaken:



2

COLLECT RELEVANT DATA

Based on the defined objectives and selection of the sample group the data collection can start. For an efficient data collection approach it is highly recommended to **involve external expertise** in this task. They will also be helpful in the data analysis task (see step 4).

In most cases **primary data** (i.e. direct interrogation of the sample group) will need to be collected as **secondary data** (i.e. statistics, research, studies) might not exist in sufficient quantity, quality and currentness. Furthermore, it often does not provide the required information.

Relevant **primary data** can be best obtained through:

- **Interviews** with sample groups (see step 3) based upon focused questionnaires
- **Discussions** with focus groups (see step 3) along well-prepared guiding questions

Primary data to be collected should include:

- **Personal data** (male / female, age, unemployed / employed, education, personal status) or **organisation profile**
- For **potential Blue Collar workers** (job seekers, graduates, students): Beliefs, concerns and desires linked to Blue Collar work (what do they think about a sector / profession, reasons why they apply / do not apply for Blue Collar jobs, how would their ideal Blue Collar job look like, why did they quit previous Blue Collar jobs, how do they evaluate the community's / society's image of Blue Collar work etc.)

- At **companies and professional organisations**: Quantitative and qualitative characterisation of Blue Collar work places (Blue Collar staff ratio, retention rates, relative importance for operations, quantity and quality of applications, common reasons for termination of work contracts, quality of working conditions, appreciation of Blue Collar workers, standard perceptions)
- For **private persons** (communities): Beliefs and concerns linked to Blue Collar work (Blue Collar workers as a reputable part of the society – yes / no and why / why not, typical attributes of Blue Collar workers, how would an ideal respected Blue Collar worker look like, would you recommend a Blue Collar job to your son / friend / colleague – yes / no and why / why not etc.)
- For all: Which **communication channels** do they use (for alignment of dissemination channels during the campaign)

Relevant **secondary data** can be best obtained through:

- Existing analysis, studies and reports
- National statistics

Secondary data to be collected should include:

- General socio-economic data and developments on Blue Collar work
- Previous findings and reasons for low acceptance of Blue Collar work

1

DEFINE THE OBJECTIVES AND SAMPLE GROUP OF THE SOCIAL MARKETING STUDY

As a starting point, it will be essential to clearly define the following two key aspects of the study:

Objective:

What shall be analysed by the study?

Guiding questions could e.g. include:

- Overall perception of working in the sector?
- What are the influential factors for the current behaviour?
- Why are job seekers / graduates / students not applying for Blue Collar jobs?
- What is required to change this behaviour?
- What are the market dynamics and HR needs of the specific sector? What are obstacles?

Based on the outcome of the questions

“Who shall be analysed and who's current behaviour(s) shall be changed to which desired behaviour(s)?” the **sample group** can be defined. It should include representatives of different stakeholders e.g. youth, NGOs, professional association, companies, training institutes, community leaders, parents etc.

QUALITY
EMPLOYER



WHAT TO DO

In order to achieve the above mentioned objectives, the following steps should be undertaken:

3

SAMPLE GROUPS AND FOCUS GROUPS

Selection of representative sample groups for one-to-one interviews:

- A sample group is the composition of individuals and representatives of organisations which will be interviewed individually during the data collection exercise.
- In order to obtain a most realistic picture on the actual factors that affect the target groups' behaviour, it will be of utmost importance to compose the **most relevant** sample groups.
- The individuals and organisations that are foreseen for the sample group should be the ones which **actually have an influence** on or an insight in the relevant decisions of the target group.
- This **could include**: Job seekers, graduates and students; companies (Management, HR and operational supervisors); Blue Collar workers; professional associations; community members (parents, friends, relatives, colleagues of job seekers as well as young un-married women); NGOs; training institutes.

Creation of focus groups for group discussions:

- The members of a focus group will be invited for a group discussion, where a set of prepared questions will be jointly discussed.
- The format of a group discussion will enable the participants to react on the statements of other discussants and thus **more reflected and validated opinions and perceptions** can be generated within this format, in contrast to one-to-one interviews.
- The **members** of the focus groups can be the same as cited above.

4

ANALYSE DATA

Once all data has been obtained the challenging task of data analysis has to be tackled. In principle, the data can be analysed through both **quantitative and qualitative** data analysis techniques.

As mentioned above it is highly recommended to **mobilise external expertise** for this complex endeavour.

In this context it is recommended to use a **mix of open-ended and closed-ended questions** in the interviews (see step 2). Closed-ended questions will generate mainly quantitative data that can be easily visualised. Open-ended questions (and also focus group discussions) will generate qualitative data that provide a more open insight into beliefs and behavioural patterns.

As an outcome of the data analysis **tangible information** on the key questions formulated in step 1 will be available.

5

FURTHER USAGE OF SOCIAL MARKETING STUDY RESULTS

The valuable information generated through the data collection and analysis as described above will subsequently be used in a wide range of fields. In particular, it will help to design social marketing approaches and tools which truly answer to the actual beliefs and desires of the target group.

This includes inter alia:

- Elaboration of a social marketing strategy (see tool [1.2](#))
- Identification of most effective social marketing instruments (see tool [1.3](#))

In addition, the outcomes can be used for other purposes such as a **communication strategy** and development of promotional tools and materials (see [chapter 2](#)) as well as **job orientation** ([chapter 4](#)).





WHAT TO OBSERVE

The following lessons learnt should be observed:



One challenge for the data collection certainly is the outreach to the target groups, which might be diverse, and to obtain a **representative picture** on the behavioural patterns in a **most efficient way**. It is highly recommended to use existing networks of institutions which are in direct contact with the target group (such as Blue Collar training institutes or NGOs).

For one-to-one interviews and focus group discussions, it will be important to involve persons which are **trusted by the target group**. This will considerably contribute to **honest and open replies** and reliable data collection.

Questionnaires for interviews should be concise while generating all data required answering the key questions of the overall study.

In politically unstable countries it is important to provide the interviewers with an **authorisation letter of a trusted institution** in order to avoid trouble.

When selecting external expertise make sure to contract a marketing agency with experience in the field of social development and/or social marketing (=“social marketing agency”). They do not only have a much better understanding on the specific approaches required in this regard, but typically also have a strong Corporate Social Responsibility (CSR) policy thus fostering **ownership and commitment**.