
SOCIAL MARKETING AND YOUTH BUYING HABITS IN FEDERAL POLYTECHNIC, ILARO- OGUN STATE

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ABSTRACT

This study appraised the effect of social marketing on youths buying habits in higher institutions using the Federal Polytechnic, Ilaro in Ogun State as a study. The objectives were to ascertain the effect of peer groups, discover the relationship between family ties, discover the place of value system and determine the effect of technology on youth buying habits. This study adopted survey design which focused on the students at the Federal Polytechnic Ilaro with a population of 12,867. The researchers adopted stratified and purposive sampling techniques which drew 15 respondents from the 33 departments in the institution totaling a sample size of 495 respondents. A 6 point Likert scale questionnaire design was used to collect information. Data were analyzed using simple percentage and regression analysis adopted to test the hypotheses with the aid of SPSS (v 23). It was discovered that there is an association between the variables and youth buying habits. It was recommended that social marketers should pay attention to use of adaptation of societal values as it has a huge relationship on youths as many are brought up with these values which in return has a tremendous effect on how they buy.

Keywords: *Social Marketing, Family, Peer Group, Values, Technology and Youths Buying Habits.*

INTRODUCTION

Nowadays a lot of societal changes influence youths and their behavioral pattern. This can as well be seen in the manner in which they patronize goods and services. Social marketing is the application of commercial material strategies which include market research, mixed media and advertising or consumer-based communication to analyze, plan, execute and evaluate programs designed to influence the voluntary behavior of target audience in order to improve their personal welfare and that of the society (Andreasen 2015). According to Noveli (2016), social marketing

is premised on the idea of mutual exchange for a perceived benefit derivable from any intervention. It combines a variety of disciplines such as sociology, psychology, communication theory and anthropology, therefore is an interdisciplinary cross sector approach for influencing behavior for social good (Bach & Alnajjar2016).

The effect of social marketing globally cannot be underestimated. Social marketing programs in the world traditionally focus on increasing the development of more efficient and responsive promotion and distinction systems of socially beneficial products and services (United State Agency for International Development, 2019). In the wake of the global pandemic COVID 19, that took place in the late 2019 to early 2021, social marketing was introduced to create awareness and influence public behavior in the use of vaccine and taking preventing measures against the pandemic disease. The use of Social Marketing helped people of the world to be fully aware of the disease through many means such as; television, radio the internet, even families from other countries, friends and so on, this helped to influence behavior.

In Nigeria, social marketing is just an emerging field because it is yet to be fully utilized by many companies and business organization that operate within Nigeria and African region. However, with Nigeria gradually gaining attention in the global market, social marketing is increasingly becoming a viable option for modern marketing activities. Significantly, social marketing is also applied by youth to create awareness about an opinion and interest concerning a particular situation in the country using END SARS protest pandemonium as an instance, which took place in October 2020. Social marketing was applied by youth to make their opinion known about the brutal activities performed by the government and SARS officials. They also used social marketing to make other demand known such as education, health and politics. Through the use of social marketing the protest went nationwide which eventually called for the intervention of global leaders. Social marketing was used and still in use to emphasize more about the demand for a better Nigeria. Youth Buying Habit is the study of how youth make decisions to spend their available resources (time, money, effort) non consumption-related items. It includes the study off what, why, where, when and how often they purchase and how they use the purchased product (Schiffman & Kanuk 2017). In addition, it encompasses all the behaviors that Youth display in searching for, purchasing, using, evaluating and disposing of products and

services that they expect will satisfy their needs. It is also the study of the buying units and the exchange processes involved in acquiring, consuming and disposing of goods, services, experiences and idea (Mowen,2016). This definition focuses on buying units in an attempt to include not only one person but the general youth that purchase products or services. Youth buying habit is further seen as the actions directly involved In obtaining, consuming and disposing of products or services, including the decision processes that precede and follow these actions (Amould, Price & Zinkhan, 2018).

The general objective of this study is to find out the effect of *social marketing on youth buying habit*. To ascertain the effect of peer group on youth buying habit; To discover the effect of family on youth buying habit; To find out the effect of values on youth buying habit; To determine the effect of technology on youth buying habit.

LITERATURE REVIEW

Social marketing was “born” as a discipline in the 1970’s when Philip Kotler and Gerald Zatlman realized that the same marketing principles that are being used to sell products to consumers could be used to sell ideas, attitudes and behaviors. Kotler and Andreasen (2016) define social marketing as differing from other area of marketing only with respect to the objectives of the marketer and his or her organization. Noveli (2020), opined that social marketing process is circular in nature. This explains why input gathered through qualitative and quantitative methods is fundamental for designing intervention programs in solving marketing problems.

Advantages of Social Marketing

It promotes consumption of socially desired product.

It promotes health consciousness in people and helps them adopt a healthier lifestyle.

It helps in green marketing initiative

It helps to eradicate social evils that affect the society and quality of life.

Social marketing is one of the cheapest ways of marketing

Factors of social marketing which influence behavior

A large number of factors influence behavior; Kotler and Armstrong (2018) classify these as:

Psychological (motivation, perception, learning, Beliefs and attitude)

Personal (age and life cycle stage, occupation, economic circumstances, personality and self-concept)

Social (reference group, families, roles and status)

Cultural (culture, subculture, social class system, values)

Technological

Peer Groups

According to Ryan (2015), the peer group influences are more pronounced and noted in higher institution of learning. Peer group plays significant role in social behavior and academic performance of student. Castrogiovanni (2016) stated that at youth stage one's sense of identity is unstable. Peer group plays a significant role in youth buying habit as it is seen as a key aspect or part of the development process as youth. Peer group is an important influence throughout one's life, but are more critical during the youth stage as it tends to have an effect on values, attitudes and decision making and even in making purchase decisions, (Castrogiovanni 2016).

Family

A family is an important element that affects the consumption and disposal of products by an individual. Recent research about family defines its concept as a privilege environment of personality formation and bounding therefore, it is a fundamental role in the development of children (Relvas & Vaz, 2017). Family is a permeable system that is influenced by the context that suffers some variations with the level of family organization. The effect of family on youth buying habit is fundamental, whereby youths buying habit is cropped around the norms, values and belief developed by the family.

Values

Values are defined as perspectives about an appropriate cause of action. Values are one important factor that affects individual character and behavior towards people and things. The relationship between values and behavior is intimate, as values create a construct for appropriate actions. Values are believed to have a substantial influence on the behavior of individuals (Rokeach & Rohan, 2020). Homer and Kahle (2018), shown that values are stronger related to attitudes change and behavior. Therefore, values have a great effect on changes caused in the behavior towards purchase of goods or in decision making.

Technology

Technology is constantly evolving and changing how we do things. There have recently become many more means of communication, and many more means of communication and many more youths have access to them. Technology may have had an effect on social behavior due to the online environment and it might be unrelated to the lack of face to face communication (Diamanduros, 2018). The current population of youths has grown up with many technologies that enables them to have a change or cause and influence in their behavior towards the purchase of products or in making decisions (May, 2019). Strong influence on the attitude of youths has also a process of mass consumption as a result of globalization intensity by growth of the internet, which open borders. Youths are strongly influenced by the new trends of global nature. They are flexible, open to new ideas and willingly to make changes and as well have an effect on their buying habit (Badzinska, 2019).

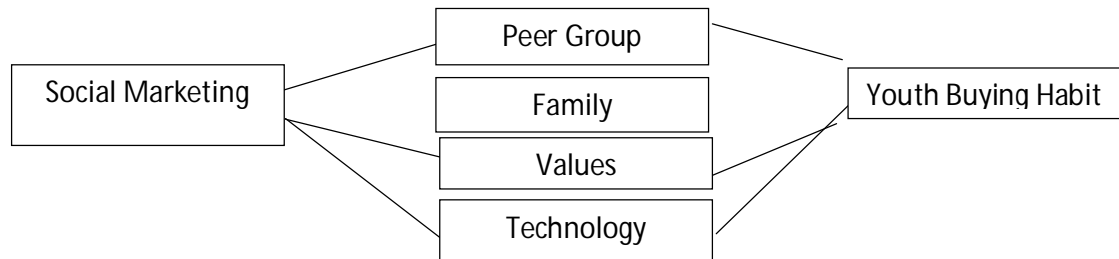
Youth Buying Habit

Buying habit of an individual plays a predominant role in the consumer behavior in general and among youths in particular. Blackwell (2016), stated in his research that today's youth live in a fast changing world with information and technology advancing at a volatile rate. Youths differ from other buyers by making conscious actions changing indication of social status and needs creation (Badzinska, 2017). Present trends of youth buying habits are strongly conditioned by development of new technologies and opportunities offered by the internet availability. Noticeable among youth is also a phenomenon called "crowd sourcing" derived from two words crowd and sourcing involving reap the knowledge and potential from the crowd. Silen and Uhli (2018) reported that especially students are likely to adopt and cultivate new behaviors more readily to successfully apply behavioral strategies. Therefore, parents, peers, and values enacted on youth play major roles in their buying habit.

During youth stage, less time is spent with parents and family and more time is spent with friends, who act as an important source of social support (Brown & Kule, 2016). According to Ryan (2015), The peer group is more effective and pronounced in higher institutions of learning because students tend to be far from home and parental supervision, hence causing an effect in the buying habit and decision-making process. Peer group is an important influence throughout one's life, but are more critical during the youth stage as it tends to have an effect on values,

attitudes and decision making and even in making purchase decisions, Castrogiovanni, (2016).

Conceptual Model



Source: Developed by the researchers (2022)

Theoretical Framework

Social Values Theory

The social norm theory holds that, much people’s behavior is influenced by their perception of what is normal or typical. According to Berkowitz (2016), the social value approach provides a theory of human behavior that has important implications on consumers’ behavior. Berkowitz and Trumansburry (2015) also added that the social value theory describes situations in which individuals incorrectly perceive the attitudes and/or behaviors of peers and other community members to be different from their own. In his own contribution, Wiley (2017) believes that social values could sometimes be seen as a mechanism for social control. Wroblewski (2020), stated that social marketing is a very helpful approach for changing values or behavior of society. While the new made sustainability-marketing has evolved since the beginning of the 21st century. They argued that this type of marketing might be a useful tool for transformation to sustainability in the framework of culture policy.

Nudge Theory

Thaler and Sunstan (2018), Spears (2017), created this theory which can be used with technological influence. This theory focuses on the alteration of people’s behavior without directly forbidding any behavior or telling what to do. Bromfembenner (2017) describes individual behavior as a happening within and being influenced by multiple environmental systems, moving from individuals through interpersonal and community levels to social institutions and state. Nudges work by timely interrupting an automatic behavior, by reminders of social norms and through choice

architecture. Thaler and Sunstein (2018) said that social platforms such as Facebook and Instagram are starting to use artificial intelligence to implement behavior. Steinmetz (2019) suggests that the framework of social marketing effectiveness reveals the big picture of how to create effective interventions.

Theory of Planned Behavior

The theory of planned behavior focuses research attention on individuals, consistent with downstream social marketing practice and it is one of the most frequently used theories in social marketing. TPB proposes that one's intention to perform a specific behavior is the central determinant of that behavior being performed in practice (Ajzen & Fishbein, 2018). According to Ajzen and Fishbein (2018), the more positive the attitude, the more favorable social norms and the more-greater the perceived behavior control.

Empirical Framework

Kotler and Armstrong (2020), consider the societal marketing orientation to be the best business philosophy for organization. Multiple study has found that the social marketing approach can be can effectively change social norms and behavior. Kotler and Armstrong (2016), consider social marketing to be the best business philosophy for organizations. They said that social marketing "represents a new concept and an attempt to align business goals with sometimes conflicting goals of society". They conclude by saying that "the organization's task is to determine the needs, wants and interest of target markets and to deliver the desired satisfaction more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and society's well-being. Ponce-lucero (2020), contribute by saying social marketing has to provide a framework for behavior change and borrows techniques from the commercial sector to apply to the resolution of social problems. He adds to it by saying that social marketing now uses commercial marketing techniques such as analyzing target audience, identifying the objectives of the targeted behavior change, tailoring messages the adoption and strategies like branding to promote the adoption and maintenance of behavior.

Lefebvre (2017), adds that social marketing is an application of marketing techniques to social issues and problems providing an innovative and developmental framework for solving social problems. Social marketing now uses commercial marketing techniques- such as analyzing target

audiences, identifying the objectives of the targeted behavior changes, tailoring messages and adapting strategies like branding- to promote the adoption and maintenance of health behavior. Paek (2017), says that social marketing is a process of development and implementation and evaluating programs to induce the voluntary change of individuals behavior for public good by utilizing the technology of commercial marketing.

Hassan and Hilal (2019), stated that social marketing is designed to improve individual welfare and society, not to benefit the organization doing the social marketing; this is what distinguishes social marketing from every other forms of marketing. They concluded by stating that, social marketing is the application of marketing principles to the promotion of socially beneficial goods. These goods might be ideas, causes, behaviors, or perhaps specific services. Implicit in the concept of social marketing is the assumption that an exchange process between the producer and consumer is facilitated by the provision of knowledge and product availability.

Okoro (2020), stress that the marketing principles that were being used to sell products to consumers could be used to “sell” ideas, attitudes and behavior. He stressed that among various reasons, the emergence of social marketing responded to two main developments: the political climate in the 1960’s that put pressure n various disciplines to attend to social issues, and the emergence of non-profit organizations that social marketing to be a useful tool for influencing behavior.

METHODOLOGY

The study adopted a survey research design owing to the fact that the researchers intends to find out the relationship between social values and consumers’ patronage. The population of the study comprised the entire students of Federal Polytechnic, Ilaro (2020/21 Academic session) which is 12,867 students according to Registry Department of the Institution. Stratified and Purposive sampling technique were used as the sample 495 was derived from 33 departments across institution representing 15 respondents from each department. The instrument was structured in two part parts of A and B, the Section A has questions on the demography of the respondents while the section B was prepared in a six points Likert Summation rating (6-Strongly Agree, 5-Agree, 4-Partially Agree 3-Partially Disagree, 2-Disagree, 1-Strongly Disagree). The respondents

were reached through the administration of questionnaire to the 33 departments within the institution. The study used Cronbach's Alpha to test the reliability of the instruments with 36 items having 6 for each (for both the independent and dependent variables). The demographics of the respondents were analyzed with aid of weighted average while the hypotheses formulated were tested and analyzed using multiple linear regression analysis with the aid of Statistical Package for Social Sciences (SPSS v 23).

Presentation of Results

Hypotheses Testing

H₀: Peer group does not influence Youth buying habit

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.638 ^a	.407	.406	.73564

a. Predictors: (Constant), Peer Group

The table above shows the R square with the value of .407% which indicates that 40.7% variation in Youth buying habit is caused by peer group. Also, the adjusted R square indicates that after adjusting the degree of freedom, peer group variables can still explain 40.6% variation in youth buying habits.

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	176.043	1	176.043	325.302	.000 ^b
	Residual	255.973	473	.541		
	Total	432.015	474			

a. Dependent Variable: YBH

b. Predictors: (Constant), Peer

Source: Researcher's Compilation from SPSS October (2022)

The F statistic table reveals the overall significance of the model, the probability value of 0.000 which is below the level of significance indicate

that we reject null hypothesis and conclude that we accept alternative hypothesis.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.158	.214		5.412	.000
	Peer	.747	.041	.638	18.036	.000

a. Dependent Variable: YBH

Decision Rule: The coefficient table shows that peer group with probability value of 0.747 and 0.000 is statistically significant which denote that we reject null hypothesis and conclude that peer group influence Youth buying habit.

H₀: Family does not influence Youth buying habit

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.577 ^a	.333	.331	.78077

a. Predictors: (Constant), Family

The table above shows the R square with the value of .333% which indicates that 33.3% variation in Youth buying habit is caused by Family. Also, the adjusted R square indicates that after adjusting the degree of freedom, the Family variables can still explain 33.1% variation in Youth buying habit.

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	143.677	1	143.677	235.692	.000 ^b
	Residual	288.339	473	.610		
	Total	432.015	474			

a. Dependent Variable: YBH

b. Predictors: (Constant), Family

Source: Researcher's Compilation from SPSS October (2022)

The F statistic table reveals the overall significance of the model, the probability value of 0.000 which is below the level of significance indicate

that we reject null hypothesis and conclude that we accept alternative hypothesis.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.944	.200		9.701	.000
Family	.590	.038	.577	15.352	.000

a. Dependent Variable: YBH

Source: Researcher's Compilation from SPSS October (2022)

Decision Rule: The coefficient table shows that family with probability value of 0.590 and 0.000 is statistically significant which denote that we reject null hypothesis and conclude that Family influence Youth buying habit.

H₀: Value does not influence Youth buying habit

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.658 ^a	.434	.432	.71924

a. Predictors: (Constant), Value

The table above shows the R square with the value of .434% which indicates that 43.4% variation in Youth buying habit is caused by Religion. Also, the adjusted R square indicates that after adjusting the degree of freedom, the Value can still explain 43.2% variation in Youth buying habit

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	187.329	1	187.329	362.124	.000 ^b
	Residual	244.686	473	.517		
	Total	432.015	474			

a. Dependent Variable: YBH

b. Predictors: (Constant), Value

Source: Researcher's Compilation from SPSS October (2022)

The F statistic table reveals the overall significance of the model, the probability value of 0.000 which is below the level of significance indicate that we reject null hypothesis and conclude that we accept alternative hypothesis.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.849	.219		3.878	.000
	Value	.801	.042	.658	19.030	.000

a. Dependent Variable: YBH

Source: Researcher's Compilation from SPSS October (2022)

Decision Rule: The coefficient table shows that Value with probability value of 0.801 and 0.000 is statistically significant which denote that we reject null hypothesis and conclude that Value influence Youth buying habit

H₀: Technology does not influence Youth buying habit

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761 ^a	.580	.579	.61957

a. Predictors: (Constant), Technology

The table above shows the R square with the value of .580% which indicates that 58.0% variation in Youth buying habit is caused by Technology. Also, the adjusted R square indicates that after adjusting the degree of freedom, Technology can still explain 57.9% variation in Youth buying habit.

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	250.449	1	250.449	652.448	.000 ^b
	Residual	181.566	473	.384		
	Total	432.015	474			

a. Dependent Variable: YBH

b. Predictors: (Constant), Technology

Source: Researcher's Compilation from SPSS October (2022)

The F statistic table reveals the overall significance of the model, the probability value of 0.000 which is below the level of significance indicate that we reject null hypothesis and conclude that we accept alternative hypothesis.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.059	.199		-.296	.767
	Technology	.973	.038	.761	25.543	.000

a. Dependent Variable: YBH

Source: Researcher's Compilation from SPSS October (2022)

Decision Rule: The coefficient table shows that Technology with probability value of 0.973 and 0.000 is statistically significant which denote that we reject null hypothesis and conclude that Technology influence Youth buying habit.

Correlations

		Peer	Family	Value	Technology	YBH
Peer	Pearson Correlation	1	.802**	.848**	.744**	.638**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	475	475	475	475	475
Family	Pearson Correlation	.802**	1	.785**	.683**	.577**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	475	475	475	475	475
Value	Pearson Correlation	.848**	.785**	1	.882**	.658**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	475	475	475	475	475

Technology	Pearson Correlation	.744**	.683**	.882**	1	.761**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	475	475	475	475	475
YBH	Pearson Correlation	.638**	.577**	.658**	.761**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	475	475	475	475	475

** . Correlation is significant at the 0.01 level (2-tailed).

The above table indicates that there is an association between the variables. This implies that there is a relationship between Peer group, Family, Values, Technology and Youth buying habit.

CONCLUSION

Based on the facts analyzed above, it is abundantly clear that, social marketing plays an important role in youths buying habit. It also explains that the social marketing tools used in the study can bring about a positive behavioral change among youths in higher institution. And the relationship between each variable and the dependent variable as shown that social marketing has an effect on youths buying habit.

RECOMMENDATIONS

Based on the outcome of this study, it is recommended as follows;

- I. Families should pay more attention to their wards thereby leading them into forms of social awareness of technological advancement and innovation, which will give them an understanding on how to improve their buying habits especially they leave home.
- II. Social marketers should pay attention to use of societal values as it's has a lot of effect on youths as many are brought up with these values which invariably has a huge effect on how they buy.
- III. There should be proper understanding of the use of technology, the right sites to purchase goods at the right time, reliable sources and also cost effective which can help youths make choices from similar product with different price thereby making them purchase goods according to the available resources.

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