Social Marketing for Social Change: The Case of Egyptian Social Marketing Campaign on Parental Behavior

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Abstract

Social marketing would improve overall health, boost awareness, and cause behavioural changes. This paper is the first paper to present the effect of a social marketing campaign, undertaken by the Egyptian government, in addressing parental behavior. The nature of this work is exploratory in nature, following a qualitative approach. The authors collected data in two consecutive phases: 1) In-depth interviews were held with social marketing experts who are in charge of this campaign 2) In-depth interviews were conducted with parents that marketers consider to be from their target audience because they have children who fall in the target's age range. The study assesses the response of parents to this social marketing campaign and serves as a foundation for further research and discussion on social marketing discipline.

Keywords: behavioural change; positive parenting; social impact