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Titolo	Broadening cultural horizons in social marketing : comparing case studies from Asia-Pacific // Rachel Hay, Lynne Eagle, Abhishek Bhati, editors
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Disciplina	658.8
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Lingua di pubblicazione	Inglese
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Nota di contenuto	Winds of Change: A Study of the Acceptability of Renewable Energy in Regional Australia -- Cultural Differences in Students' Perceived Barriers to Low-Risk Drinking: A Comparison between New Zealand and Vietnam -- It Takes A Village: Co-creation and Co-design for Social Media Health Promotion -- Effectiveness of Stages-of-Change Model on Declaration of Intent for Organ Donation -- Outcome evaluation of an empirical study: Consumer insight driven food waste social marketing pilot -- The Development of Environmentally and Socially Responsible Luxury Fashion Brands and Consumers in the International Luxury Market -- Declare or dispose' - New Zealand's Border Compliance Social Marketing Programme -- Mental Health, Alcohol and Other Drugs: After Hours Crisis Communication and Marketing Initiative -- 'Make It Count' 2018 -- Packaging the message well: a game based approach to reduce sugary drinks consumption in the early high school years -- Broadening Cultural Horizon in Social Marketing:(Male engagement through increased awareness for men's counselling) -- A Case Study of Pulih Foundation -- Red Flag Gambling Behaviours: A Public Health Campaign.
Sommario/riassunto	This book presents a series of empirically based case studies

conducted by social change scholars from Asia-Pacific, showcasing the latest social marketing approaches geared at improving societal well-being in the region. Cutting across cultural perspectives, the contents gather ideas on social marketing campaigns and strategies from around the region and use these case studies as a platform to address concomitant challenges in employing marketing tools to positively change social behaviour. The selection of case studies covers and compares aspects of public health and well-being, and public environmental consciousness in terms of driving attitudes towards implementing improved sustainability in developing and developed countries. Drawing on related policies and legislation, and examining social behaviour at the individual, community, and organisational levels, the authors propose innovative new methods in social marketing and social change research. The book is of interest to researchers and practitioners in social marketing, business ethics, behavioural science, public health, and development studies.
