CHAPTER TWO
LITERATURE SURVEY

2.1 INTRODUCTION

2.1.1 THEORETICAL FOUNDATIONS

The premise of this study is the area of communication, which, for this thesis, falls under Social Marketing (which entails the domains of promotion and persuasion). The topic for this study looks at evaluation of the South African Road Safety promotion strategies, using the Social Marketing Model. Social Marketing is defined as the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon behaviour for the benefit of individuals, groups, or society as a whole. Thebe, (2005).

The Road Safety promotion strategies herein referred to are those vital tools used to communicate effective messages to the many audiences. These audiences are both internal (the Road Safety officers) and external, the consumers of Road Safety messages. These consumers of Road Safety messages are the target audiences of Road Safety in its entirety. The main aim of Social Marketing is to influence target audiences to change behaviour. At the root of every Social Marketing campaign is behaviour change. Many are the theoretical foundations of behaviour change and resistance to change, under modes of communication, the most prominent being persuasion. The subject of our study vests in those Road Safety Promotion messages, which from observation, have not had the desired effect over the years, even after the big campaigns following on the formulation of a National Strategy. The theoretical foundations from the study of Social Marketing became fundamental to the study, and gave direction to the manner in which Social Marketing would be used to evaluate the strategies.

Persuasion theories, cited simply by Perloff, (2003), Koekemoer, (2011), Kotler, Roberto and Lee, (2002), and De Wet, (2010), are said to be very evasive, since the concept itself has so many connotations and implications. At best, persuasion is ethically neutral, and in its practice people are persuaded to voluntarism. Persuasion is defined as a symbolic process where people convince other people to change their attitudes or behaviour towards an issue through the transmission of messages. Suicide cults are an attestation to voluntary convictions emanating from repeated charismatic messages of appeal and promise. Persuasion can be bad or good. The bad aspects can be coercion or sanctions, manipulation, blackmail, brainwashing, indoctrination, and psychological warfare, De Wet, (2010); Perloff, (2003). Persuasion is fundamental to the business of Road Safety Promotion, where messages need to be modified to suit modern rural and urban audiences and those in the informal settlements of South Africa. Lots of charisma and other elements of persuasion communication are needed to change the behaviour of the road users of South Africa. In return, it was expected that all barriers and resistance from the target audiences and consumers of messages of Road Safety be removed.

In this chapter the concept of marketing as a persuasive science, how persuasive communication can be interpreted within the Social Marketing Model, and the nature of Social Marketing, are articulated. The principles, theories, barriers, successes and ethical issues which govern the application of Social Marketing, are also dealt with. Furthermore, the impact of Social Marketing on Road Safety Promotion is described; inferences were drawn on possible aspects where Road Safety strategies could possibly be evaluated in a selected Social Marketing Model.

2.1.2 PERSUASIVE COMMUNICATION IN SOCIAL MARKETING

Persuasive communication is used extensively in promotion, both in the advertising field and in Public Relations where goods, services and educational packages within several domains of behaviour and attitude change are marketed in various ways, using various strategies as in the different media campaigns and during political elections.

According to Mondofarcto, (1998), communication is concerned with inducing or urging the adoption of certain beliefs, theories or lines of action by others. Other authorities, De Wet, (2010); Perloff, (2003), contend that persuasion is the act of persuading; the act of influencing the mind by arguments or reasons offered, or by anything that moves the mind or passions, or inclines the will to a determination of being persuaded or convinced; settled opinion or conviction, which has been induced, if the general persuasion of all men does so account it. A creed or a belief; a sector party adhering to a certain creed or system of opinions; as, of the same persuasion; all persuasions are agreed, be they religious, secular, or political in nature.

Other perspectives on persuasion are that it is the power or quality of persuading; persuasiveness. To influence or gain over by argument, advice, entreaty, expostulation, and so on, to draw or incline to a determination by presenting sufficient motives. "Almost thou persuadest me to be a Christian (Acts 28)". "We will persuade him, be it possible". "Hearken not unto Hezekiah, when he persuadeth you" (:Holy Bible. 2 Kings 32: NIV version). Persuasion may also mean to convince by argument, or by reasons offered or suggested from reflection. Beloved, we are persuaded better things of you. (Heb. Vi. 9)."In the context of the present study, indeed all the elements of persuasion and social marketing can be harnessed to change the behaviour and attitudes of all road users effectively based on the known tried and tested principles of message dissemination and audience persuasion that have lasting appeal or can be re-inforced to continue to have appeal."

2.1.3 PERSUASIVE COMMUNICATION THEORY IN SOCIAL PSYCHOLOGY

Few subjects in social psychology have attracted as much interest and attention as persuasive communication. One of the first topics to be systematically investigated, persuasion, has been the focus of intense research efforts throughout much of social psychology's brief scientific history. Untold experiments have been conducted to unravel the intricate web of factors that appear to play a role in determining the effectiveness of a persuasive message. The example of charisma and charismatic characters like those cited in history, people like Martin Luther King, Nelson Mandela, Adolf Hitler, Jesse Jackson,

Louis Farrakhan and others, cited by Perloff, (2003) gives interesting insights into persuasion and persuasive messages, both suicidal or life-inspiring.

Road Safety is an area of study that needs persuasion for the sake of the safety of road users, who, through powerful messages, must be influenced to save their lives, or protect themselves from road accidents.

Recently the media of television and radio, as well as the oral communication that uses direct presentations through comedy and motivational speech has used "celebrities", public figures with credibility, also called role models. These people have high credibility and can easily persuade masses and are therefore used by advertisers. Road Safety promotion is not different from the rest of the commercial advertising and marketing world which exploits the power of charisma and credibility, Koekemoer, (2011); Perloff, (2003).

However, recent years have seen considerable progress at the theoretical level and a resurgence of empirical work has done much to invigorate the field and provide a better understanding of the fundamental psychological processes underlying persuasion. To appreciate the significance of these developments we must compare the emerging ideas and research findings with those from earlier efforts, Perfoff, (2003).

The present chapter also provides the required historical perspective. Since it aims to review developments in our understanding of the persuasion process, emphasis is placed on ideas and theories rather than on methodological or practical concerns; empirical research findings are summarized only in broad outline when needed to make a point of theoretical significance. The Yale College empirical research under Carl Hovland studied effects of persuasion in 1953, and its impact on theory and research is still respected in scholarly circles even today. It is dubbed 'The Yale Attitude Change Approach'. Persuasion is also a mode of promotion communication that features very prominently in this discourse and will become the subset of the inquiry at a certain stage of the study. Road Safety lends itself to communication, both internally among the strategic planners, and also externally within and between the target audience (road users) for which its

promotional messages are designed. Any research study takes cue from historical perspectives of the topic under discussion.

2.1.4 THE NATURE OF PERSUASION

Persuasive communication involves the use of verbal and non-verbal messages to influence attitudes and behaviour. Although the context of persuasion must necessarily be considered, the most relevant and impactive message, designed to sway the hearts and minds of the recipients, is at the core of persuasive communication.

2.1.5 STRUCTURE OF A MESSAGE

As a general rule, a message consists of three parts: an advocated position, a set of general arguments in support of the advocated position, and specific factual evidence designed to bolster the general arguments, Fishbein & Ajzen, (1981). The advocated position may be a stand on a particular issue (for example, support for a tax increase) or a recommended action, for example, donating blood).

The general arguments will typically supply reasons for adopting the advocated position, and justification for the arguments is provided in the form of factual evidence. Consider the question of instituting a senior comprehensive examination for undergraduate college students. This type of message is also addressed by De Wet, (2010), who refers to seduction, which aims at subduing the message recipient to a position of surrender. It is essential that this study evaluates the status of advocacy messages used in Road Safety promotion in the not-so-distant past of the strategies used, (2006 onwards), including the "surrender level" of the audience of the many recipients the message were targeting.

Belk, (2006) cites that Petty and Cacioppoico, (1986), published some examples of general arguments and supportive evidence used in their research programme. Among the major arguments contained in Petty and Cacioppo's messages were the claims that instituting a comprehensive examination raises students' grade point averages and leads to improvement in the quality of undergraduate teaching. The factual evidence in support of

the first argument was formulated as follows: "The National Scholarship Achievement Board recently revealed the results of a five-year study conducted on the effectiveness of comprehensive examinations at Duke University. The results of the study showed that since the comprehensive examination has been introduced at Duke, the grade point average of undergraduates has increased by 31%. At comparable schools without the examinations, grades increased by only 8% over the same period. The prospect of a comprehensive examination clearly seems to be effective in challenging students to work harder and faculty to teach more effectively. It is likely that the benefits observed at Duke University could also be observed at other universities that adopt the examination policy. If accepted as valid, the factual evidence should result in acceptance of the argument that, instituting a senior comprehensive examination will raise grade point averages, and acceptance of the argument in turn should increase the likelihood that recipients will endorse the position in favour of instituting a comprehensive examination, as advocated in the message. There is, of course, no assurance that recipients of a message will in fact accept the arguments and evidence it contains. On the contrary, identifying the factors and conditions that produce acceptance of information contained in a message is the major purpose of persuasion theory and research. Does Road Safety Promotion also lend itself to the same processes as mentioned above?

This study specifically sought to place Road Safety Promotion evaluation under perspective, in a manner that all parameters that have gone into Road Safety messaging are found to be effective within the road user target audiences of South Africa. Furthermore, in order to develop a better understanding of the nature of persuasion, it is instructive to contrast persuasion with a few alternative influence strategies. The review offered here is far from exhaustive but it will help highlight some critical aspects of persuasive communication.

2.1.6 COERCIVE PERSUASION

People can be induced to behave in a prescribed way by offering a sizable reward for compliance or by being threatened with severe punishment for non-compliance; De Wet, (2010), refers to "sanction" in this regard. This strategy of change can be very effective in

producing the desired behaviour, but its effectiveness is contingent on supervision as is the case on the road, where traffic officers monitor behaviour of drivers to a large extent, and pedestrians to a lesser extent. Enduring attitude change by means of coercion is more likely in the context of total institutions, such as prisons, mental hospitals, or prisoner-of-war camps. Situations of this kind enable control over many aspects of an individual's life for an extended period of time. Even here, however, enduring attitude change is difficult to obtain and often fades after release from the institution. Road Safety often uses sanction even as the last resort, for "stubborn" message recipients, and those who deliberately disregard the promotional messages on board. However, *sanction* or *coercion* needs to be handled strategically rather than in a linear fashion, where the recipient of the message finally resists the persuasion message.

2.1.7 THE PERSUASION CONTEXT

Persuasion, according to Hugh Rank, quoted in De Wet, (2010), offers a model that could help teach people also to be critical recipients of persuasion. This model is most useful for analysing and describing certain strategies and tactics used by mass persuaders. Rank's model, called the intensify/downplay scheme, asserts that persuaders often intensify certain features of their products, services, ideology or candidate or they downplay certain aspects.

Often they do both; "Speed kills" is one such message, which intensifies the negative message of persuasion. "Arrive Alive" is a message that highlights the significance of life, but may downplay the gruesomeness of death. It may be a soft message for some audiences. The study evaluated this aspect through indirect means.

No message appears in a vacuum. At a minimum, we can usually identify the source of a message: an editor of a newspaper editorial, a lawyer pleading a client's case before a jury, or a movie star asking for donations to a charity. The communicator's identity, however, is only one of the many factors that constitute the context of persuasive communication. In the political context we find propaganda and manipulation at work, and the use of high

profile figures doing the job with good results. De Wet, (2010) classifies propaganda and manipulation as some of the processes of persuasive communication.

2.1.8 SOURCE FACTORS

Source factors are observed or inferred as characteristics of the communicator. They include biological attributes such as age, race, height, and gender; behavioural features such as Persuasive Communication Theory of facial expressions, mannerisms, hand and body movements, and the way the communicator is dressed; social properties such as income, power, and social status; and personality traits such as self-confidence and extraversion. The most frequently studied source factors however, are the communicator's credibility and attractiveness.

Credibility refers to the perceived expertise and trustworthiness of the communicator.   In other words, does the communicator have the knowledge to provide an informed opinion on the issue in question and, if so, can he or she be trusted to present all relevant information in an unbiased fashion? As noted earlier, persuasion is generally assumed to increase with credibility. The use of former President Nelson Mandela for the World Cup bid has been a case in point. It has similarly been proposed that the amount of behaviour and attitude change in target audiences is influenced by the attractiveness or likeability of the source, whether that attractiveness is defined in terms of physical features or psychological and behavioural characteristics. Indeed it is to be investigated whether messages for Road Safety are communicated at this level, also. This study has also used expert opinion to establish some facts.

2.1.9 RECIPIENT FACTORS

On the opposite end of the communication context, parallel to source factors, are characteristics of the recipient or audience to whom the message is addressed. These characteristics include the recipients' personality traits, sex, social status, intelligence, involvement, and so forth. Any attribute of the audience, or combination of attributes, may provide a context that contributes to the effectiveness of the message, Domegan, (2008).

Recipients are subjects who must learn and absorb the contents of messages, and they are the ones who determine the greater part of message assimilation, processing and understanding, depending on several variables. In the attempt to each Road Safety messages to children, the use of visuals of their preference, message ambassadors of their preference, and the medium of their preference is very important. Song, interaction and lots of humour, are some of the tools used in children's programming on television. Messages communicated through performance, dance, music, vivid colours and animation as is the case on our television channels, appeal to these recipients, and this is the what Domegan (2008) is referring to.

2.1.10 MEDIA FACTORS

The medium is the message, is the assertion by McLuhan, (1995). Medium preference is even more acute within audiences in the present era of technological explosion. Rural African communities who listen to radio will always prefer the oral medium of music, preaching, praise song and recitation for their information and education. The context of the message can also be defined by the communication means used. Any information can be communicated face-to-face, in writing, audio- or videotape, or through television. The more powerful media like television, use all forms of communication at the same time, and are supported by many audiences. The means may be an overwhelming message of terrorism, which leaves the receiver overwhelmed. This message comes through visuals, for example the Christchurch earthquake disaster of February 20th, 2011(CNN Feb. 20th). This then triggers public opinion, De Wet, (2010), and the need to convene on climate change issues and future building patterns. What happened in Japan recently could only be relayed most vividly on television

2.1.11 MESSAGE FACTORS

Message factors refer to the manner in which information messages are communicated to the recipient audience. Some presentations are one-sided, others are emotional appeals, other fear-instilling, while other cause lots of laughter and happy excitement. Clarity of intent is always needed from the communicator before the message is relayed, in order to

avoid confounding. Appeals for voting are often accompanied with actions of benevolence like giving goods and services (blankets, houses, assistance with identity documents etc.) Religious messages are used to those audiences in the churches who the communicator wants to involve in a campaign. Traditional leaders are motivated to action through messages that reinforce their position of authority. The message always has an emotional appeal. In order to instil interest, the message is given to a stand-alone comedian to attract attention from the audience, and to entertain the audience while persuading them.

2.1.12 SITUATIONAL FACTORS

The persuasion context in any situation will be determined by the situation itself. Sporadic violence that comes with the present situation when voting messages are relayed to recipients who are already extremely unhappy with the message source, namely the councillors in various municipalities, have the effect to anger the recipient to an extent that one opposing source who comes with an inciting message towards protest action will immediately be listened to, and action may follow, in this highly emotionally charged situation. This is clearly depicted in the present situation (SABC TV 1 and 2, 12th and 13th April, 2011) in Ficksburg where running battles between the police and protesters has resulted in the killing of one protester. A situation always has to assess before messages are communicated. The audience, to a large extent, will be affected by the situation. Indeed the persuasion context here "contains several situational variables that do not fit easily into the traditional framework of source, message, channel, and recipient factors. Distraction and forewarning are among these situational variables". Eagly (1993) asserts that distraction can be the result of environmental noise.

2.2   PERSUASION

2.2.1 Persuasion by Peripheral Route

The historical theories of Chaiken, Petty and Cacioppo in the eighties cited by Eagly, (1993), offer some interesting insights into the passive-learner view of the recipient implicit in the Hovland approach. The peripheral route ensures that message source is not

necessarily message presenter. Lately, the message ambassadors, even for the 2010 World Cup, have been people that communities could relate to, already because of their clout and credibility as outstanding performers, musicians, and actors whose names are known and whose faces are seen on television. The old theories have given impetus to studies that quite naturally led to a focus on the persuasion context. The communicator's task is to ensure that the audience absorb the message (in an advert, an advocacy message or an appeal to vote). The communicators get concerned conditions that facilitate attention to content of the message and understanding of its arguments. Eagly and Chaiken (1993) argue that motivation to process the message and elaborate on it is largely determined by the extent to which the recipient is involved.

2.2.2 PERSUASION BY THE CENTRAL ROUTE

The remainder of this chapter focuses on examining the level of persuasion when the recipients are fully motivated and can scrutinise the message contents to the extent that they can assess the merits of the message. This is called the "the central route" to persuasion. The arguments given by recipients are known as systematic information processing, Eagly et al., 1993). Therefore Eagly and others argue that the effectiveness of a message depends on its construct. The relevant question here is "what arguments, when systematically processed via the central route, will have the greatest impact on the recipient's attitudes and behaviour?" In relation to Road Safety, contents of Road Safety messages or communication which address the consequences of unsafe use of the road would constitute the merit of the communication. Closely related to it would be what one needs to do in order to avoid or prevent behaviour and attitudes that could lead to suffering the consequences of unsafe use of the road.

2.2.3 REASONING AND PERSUASION

Central to persuasive communication is the process of reasoning and the weighing of merits and demerits of an advocated position. Persuasion always requires that the position of the communicator be accepted by the recipient only after the latter has assessed and scrutinised it. Moreover, change produced by the peripheral route is generally of short-

lived and tends to be susceptible to counterpropaganda (De Wet, 2010). Political change during voting times has the propensity to do exactly this. Most of the reasoning behind the mindset can be triggered to change because of emotional factors. Counterpropaganda has indeed been seen to affect common voters during elections.

2.2.4   YIELDING AND IMPACT

We cannot say with certainty that the recipients of messages have changed their beliefs and their values when they have changed their minds about an issue as a result o persuasion. Attitude and behaviour change is simply not enough. In order that total change occurs (in the central mode) the recipient's fundamental beliefs and values must e uprooted or at least be modified. Culture change is not impossible, although it may be a long and systematic process. Many Africans have yielded and become "black coconuts" through culture change that sees a radical shift in beliefs and values from the founding tradition. Why advocacy messages often target youth is precisely the reason, catching the young, to attain the central mode, and get the thinking (cognitive structure) completely changed.

The ideas discussed below are based on other recent work concerning persuasive communication via the central route, Fishbein, (1995). According to Fishbein, (1995), yielding causes accepted message arguments to produce changes in corresponding beliefs of the recipients, through yielding in the first place. In the charismatic church, yielding manifests itself when a sinner gives in or surrenders his life to Jesus Christ, and is then subsequently bombarded with messages of the Christian faith. The total surrender then sees a total change in behaviour, with the Christian living a "born-again" life and yielding to the "word of God. Evidence of this is seen on the Christian channels on television daily, as messages from the bible get used to change behaviour and attitude.

To the extent that the argument is accepted, it produces yielding in the sense that the Christian's cognitive structure now contains a new belief. Changes in a recipient's primary beliefs, however, can extend far beyond the information directly contained in the message. Such changes that go beyond the information given are termed impact effects (Fishbein, 1995). The Christian concept of "obedience" can be explored to persuade Christians to

obey the rules of the road, and thus influence others to do so. Therefore the possibilities of message design for Road safety are limitless.

2.2.5 PERSUASIVE ARGUMENTATION

When the recipient's cognitive structure or reasoning is affected, then the arguments of the central message of the communicator have been effective. The essential question, therefore, is what makes an argument effective? Novelty of any argument, its strength, and its relevance are the factors most appropriate to behaviour change (Fishbein, 1995).

2.2.6 CHANGING BEHAVIOUR

Future political position and other forms of gratification within the political communication arena normally become the main motivation for certain messages that may not even have to be reasoned or have value weighting. Volition does not become the issue for recipients of political messages that refer to dying for an ideal (Mandela's speech Feb.1990). To be successful, the message may have to provide information that will enable the recipient to gain volitional control and overcome potential obstacles to performance of the behaviour. A review of evidence in support of these propositions can be found in Ajzen, (1991). With regards to road traffic safety, persuasive measures/messages are being used in various road campaigns to lead road users in complying with acceptable road user behaviours.

2.2.7 CHANGING INTENTIONS

Persons' attitudes towards certain behaviours determine whether they will buy into the communicator's messages. Ajzen's (1991) theory of reasoned action refers to a "subjective norm" in this regard. The attitude toward any behaviour is the result of an evaluation of that behaviour in terms of its desirability or not. Subjective norm refers to the perceived social pressure that will determine performance or not of certain behaviour. Perceived behavioural control is a derived from the influence of intentions on attitudes and subjective norms as in the theory of planned behaviour, Ajzen, (1991). A persuasive communication model designed to influence intentions, and thus also behaviour, can be directed at one or more of

the intention's three determinants: attitudes, subjective norms, and perceived behavioural control.

2.2.8 CHANGING ATTITUDES

Changing attitudes can be easy or difficult. The person's belief system is at the centre of this. If a person believes strongly in an institution (a religious belief, a political party, or an event) as well as the evaluations of this institution, then that person is close to.

By considering the determinants of a person's attitudes, one arrives at the level of primary beliefs, in which the theory of reasoned action cites attitudes as a function of salient beliefs about the attitude object (a person, group, institution, behaviour or other event). Fishbein, (1995) maintains that beliefs can be found in free-response communication, and that these beliefs can be used in message construction. The use of the cross, especially the red cross may generate intense attention from Christians during the Easter season, and can easily reduce the number of accidents, if used discreetly in the Road Safety message domain, where new beliefs may be introduced. Research into these and other relevant theories should assist.

2.2.9 CHANGING BELIEFS

Persuasive communication for changing beliefs always addresses the belief content and information, and then deals with it in a manner to eradicate it from the mind of the recipient, leaving the latter with a clean slate in the mind, so as to write new information on that mind. Prior information of a subject that is linked to a belief has been proposed validated (in several probabilistic models. These models suggest that the information introduced by the persuasive communication must be information from which the belief in question can be probabilistically inferred. Koekemoer, (2011), De Wet, (2010).

2.3 CHAPTER SUMMARY

Above ideas, theoretical thoughts on the historical perspective and development of persuasive communication theory in social psychology. Several other constructs have not been mentioned here. This chapter provided a brief historical perspective on persuasive communication theory in social psychology as it pertains to Social Marketing. The historical Hovland School of the forties cited by Eagly, (1993), Chaiken, (1995) and associates views message recipients of persuasive communication as passive recipients. Recently, persuasion has been seen to have elements of 'voluntarism' within the recipient population as propounded and proven by De Wet, (2010). Hence the contemporary political bodies, churches and other civil society interest groups are joined willingly by those who want to utilise their messages. Many remains to be done in the research field of persuasion, but suffice to say that persuasion is a critical element of Social Marketing.

CHAPTER 3

THEORETICAL BACKGROUND TO SOCIAL MARKETING

3.1   INTRODUCTION

In chapter one, four research questions were set as points of critical points of reference from which answers would emerge which would assist the study.   In chapter two, the relationship between persuasion and Social Marketing was discussed. In the second instance, the significance of persuasion in Social Marketing was outlined.

For Social Marketing to be effective, persuasion has a central role to play. In this chapter, the researcher makes an attempt to look at several theoretical foundations in order to approach the problem area of the study, namely, evaluating the Road Safety promotion Strategies within a selected Social Marketing domain.

The preceding chapter also noted and indicated how the previous various intervening measures or variables mediated relationships between the environment, all categories of road users. The chapter documented strategies responsible for success in the promotion of Road Safety as part of the solution, and how Social Marketing has developed in the practice of Road Safety campaigning.

The Road Safety arena has a matrix of situations, social relations, interests, needs and values. Communication of these and other relevant situations has been engaged in the past, but its impact has not been measured or evaluated sufficiently so that rising accident and death rates as well as their attendant other problems (like permanent disability)may be reduced.

Communities and authorities do not seem to have a common platform in which to engage on issues of Road Safety. The top-down communication of regulation, legislation and sanction is the order of the day. Therefore a platform of communication between authorities Road Safety communication through Social Marketing principles has been highly successful and therefore Road Safety can be part of public health campaigning as was suggested by the United Nations Road Safety Collaboration, (2004).

Social Marketing has been used all over the world and can be the future tool for promoting Road Safety in South Africa, only applied systematically. Evaluation of Road Safety Promotion programmes in place so far is essential so that Social Marketing can be positioned for remedial purposes based on the results of the assessment efforts.

"Born" as a new a discipline in the 1970s, Social Marketing was found by authors like Kottler, Zaltman and others to be using the same marketing principles used to sell goods to consumer customers as would sell ideas, attitudes and behaviours. The difference between Social Marketing and other areas of marketing lies only in the objectives of the marketer and those of his organisation, according to Andreasen, (1995). Only social behaviour is influenced in Social Marketing. Not so the target audience as in commercial transactions. International health programmes employ social marketing principles to reach the hearts and minds of audiences in diverse topical areas, among which are drug abuse, smoking, sexual harassment and others. In Social Marketing the emphasis is on the consumer rather than the product being marketed, Andreasen, (1995).

3.2   DEFINITION OF SOCIAL MARKETING

The following definitions have been selected for their brief discussion in order to centralise and put in focus the essence of this study.

"*Social Marketing can be defined as design, implementation and control of organisational programmes with the aim of influencing acceptance of social ideas. Social Marketing involves the considerations of place, product, communication, distribution and marketing research*" (Kottler and Zaltman, (1971)

"Social Marketing is the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behaviour for the benefit of individuals, groups or society as a whole", Kottler, Roberto and Lee, (2002) .

Rangun and Karim, (1991:3) define Social Marketing as primary *attitude change*, transformation of *belief systems* and *behaviour patterns* of *individuals and groups* for the sake of a *specific campaign* and for the *benefit of society.*

Kotler and Roberto, (1998:6) refer to *"an organised effort conducted by one group (the change agent), which intends to persuade others (the target adopters) to accept, modify, or abandon certain ideas, attitudes, practices, and behaviours"*

Andreasen, (1994) asserts that Social Marketing refers to the use of techniques of *commercial marketing* in social programmes with the intent to persuade campaign message recipients in the direction towards *voluntary behaviour change* in order to *improve their own individual welfare and that of their society.*

Shewchulk, (1994) refers to the *"creation, execution and control of programmes designed to influence social change".*

The social marketer, according to Sergeant, (2005) is concerned, not solely with communication of a message, but must also attempt to make the adoption of a behaviour change relatively easy to achieve.

3.2.1 Social Marketing for Organisations

Shewchulk, (1994) maintains that organisations are expected to always grasp the essence of the attitudes of the community in which the organisation operates. Their Social Marketing campaign should be approached systematically, starting with the basics (e.g. the society's basic needs assessment) and moving on to the more secondary needs). In other words, the social marketer does not just go in there, but rather probes the target audience systematically in order to be able to persuade them with a high degree of success.

3.2.2 The Functions of Social Marketing

Three primary Social Marketing functions have been identified.

3.2.2.1 Research

The function is about research on isolating and comprehending the determinants of behaviour to be transformed, as well as all those hindrances that may manifest as and when the desired behaviour begins to emerge. It is important to isolate all those outstanding elements within the total behaviour (attitudes, cultural fixations and others) that need to be changed. Belk, (2006), refers to "*distinct prospects for differentiated treatment*".

3.2.2.2 Development

Using the tools and devices of *"product, place, price, and promotion"* as foundation for

persuading target audiences away from their present behaviour and thereby moving them

in the direction of expected behaviour, Fishbein , (1995).

3.2.2.3 Communication

Formulating communication messages and choosing suitable and relevant media to communicate the information messages and arguments that will promote transformation in as many recipients as possible, De Wet, (2010).

This study evaluates Road Safety campaigns that have emanated from strategies of government in South Africa in the last ten years and examines the impact of their persuasion messages and the extent to which these have effected change within target communities, with the emphasis on attitudes, behaviour, and opinions of these target groups.

3.3   THE HISTORY AND NATURE OF SOCIAL CAMPAIGNS

Andreasen, (1995) has outlined the history for social change, starting from ancient Greece and Rome, where campaigns were launched to free slaves, to England during the Industrial

Revolution, where campaigns were launched for the abolition of debtor prisons, franchising of women, and the abolition of child labour. Among his historical exploits is the Colonial American where several campaigns have been documented. Social campaigns have recently been mounted in South Africa against the scourge of HIV and AIDS, against Tuberculosis and against road deaths and accidents. Among these have been the Soul City education television series on the SABC television screen, as well as the many radio and television and print media campaigns and advertisements currently being mounted to reduce HIV-AIDS and Tuberculosis. In their quest to raise a nation of non-smokers, Sweden mounted a full service anti-smoking campaign , Kotler and Roberto, (1995) while in South Africa, in 1995, the government, under heath Minister Nkosazana Zuma, managed to quell the culture of smoking, banning and restricting it in public places and finally legislating against smoking in public places. The successful campaign was reinforced by legislation that saw some very steep increases in cigarette prices, and very strict measures imposed on advertising of cigarettes. South Africa has made notable strides in its anti-smoking campaign, South Africa Year Book, (2007-2008) and would do well to focus with the same intensity on Road Safety. This study acknowledges the successes of the HIV and Aids campaigns in their quest for social change, and would note the success stories and best practices of these in the domain of persuasion studies and Social Marketing in general, and Road Safety in particular.

Kotler & Roberto, (1998:6) have cited similar cases of campaigns in developing countries like the Philippines, Indonesia, and China, where powerful social campaigns were mounted to inoculate children against several viruses, and to use of oral dehydration therapies widely even as they endeavoured to promote family planning, literacy, as well as healthy living through healthy diets. It is the success of such programmes that have given impetus to studies including this one, to utilise and develop the tools of Social Marketing in order to achieve behaviour change in communities that still take Road Safety for granted.

President Mandela, in 1990, soon after his release from prison, launched a powerful campaign called the "Reconstruction and Development Programme" at Nasrec in Johannesburg. The subsequent programmes, amongst which were the Truth and Reconciliation Programme gave South Africa a label that deservedly called a rainbow

nation, surfaced as a miracle to the entire globe. A systematic evaluation of all the campaign messages of the post-apartheid programmes in South Africa will show that their extent and impact has been very profound. The elements of Social Marketing can be found in programmes that have been mounted by the South African government after apartheid. The present study has used the tools of Social Marketing to evaluate the impact of messages used in Road Safety Promotion in South Africa.

3.4   CHARACTERISTICS OF SOCIAL MARKETING

Andreasen, (1994), outlined below are the characteristics that poignantly highlight the essence of Social Marketing:

The use of formative research by managers of government programmes to probe the target audience's behaviour and attitudes, their backgrounds, their needs and wants in the relevant domain of formative research is recommended. It is important that top-down communication be avoided. The segmentation of target audiences and markets for the sake of budgeting and formulation of strategies suited to the specific target group is of the essence. Pretesting of all critical elements of the programme strategy with the target members must be engaged.

Formulation of the decision processes by programme managers to ensure that target behaviour change takes into consideration the following:
Getting information on background of option, ensure value acquisition to be in line with behaviour to be learnt, seeing the new behaviour as relevant to the community, agreeing to realistic alternatives and more positive behaviour changes, trusting in the community, and having faith in their community leaders.

When dealing with programmes, managers realise clearly that they are in direct competition for target consumer's behaviours. Behavioural change strategies always emphasise the significance of all four elements of the marketing mix, namely place, product, price and promotion.

Ensure that the behaviour is promoted and is designed in a manner that it is easy and satisfying and thus fully responsive to the needs and wants of target consumers.

Ensure that the space is where behaviour change will take place is convenient and accessible. Reduce the economic psychological and social price of the new behaviour, so that not much is lost as a result of the transformation since too radical a change may be harmful to both promoter and recipient. Behaviour promotion should utilise the messages and media that match the target audience in several ways (Andreason, 1994).

3.5   THE SOCIAL MARKETING PROCESS

This discussion on Social Marketing models aims at seeking a model that will assist the Road Safety managers, in their quest to promote Road Safety, persuade road users and influence behaviour and attitude change in their midst, thus laying foundations for a new consciousness in the Road Safety arena. The fundamentals of the discussion of Social Marketing are found in the ideas of Shewchulk, (1994), whose thesis relates to the understanding of the attitudes of the public, followed by the reconciliation of the researcher's concerns with that of the Road Safety audience as priority, followed by the implementation of Social Marketing. In this study, the researcher did exactly that, aligning with the concerns of the audience (Road Safety Managers, practitioners and the road users), for the study's Social Marketing plan to come into being.

There are six basic steps in the Social Marketing process:

3.5.1 Step 1: Getting started

Firstly, a definition of the issues (terms) is necessary, followed by researching the key details thereof. The key details of this study are Road Safety, road managers and road users, within the milieu of the Road Safety Strategy of South Africa.

This should be followed by learning all about the subject and the possibilities of assessing resources and all available elements favoured to assist in the execution of the Social Marketing plan. Check public attitudes and society's trends, identify and assess the extent

of the problem, identify and check the target audience's needs and wants, and check all the available resources before moving ahead.

3.5.2   Step 2: Strategic Planning and Development

Establish the traits of your target audience, establish the strategy objectives and goals, check critical advantages to the audience, and select suitable techniques that will be used to assess the progress. Exercise great care and observe ethical considerations.

3.5.3   Step 3: Materials and Activities Development

The materials selected should match the message, hence the need to check the message, the media activities, and any special events and other promotions that will help communicate the message.

3.5.4   Step 4: Communication Planning

The communication plan reviews everything done. In the planning we look at the issues at hand, the objectives of the exercise, the quantity, quality (social status, level of education, literacy level, regional and geographical locality), how the audience will benefit from the undertaking, how the campaign methods will be disseminated, what resources, human and material, will be used, and what possible problem might be encountered, how success will be indicated and which methods will be used to assess the entire exercise, with realistic timelines set. Because this is like a road map, it must be properly and systematically recorded.

3.5.5   Step 5: Implementation

When preparing to launch the campaign, consult and work with all stakeholders in the community leadership. Continuously revise and review the plan as it unfolds. Do not go ahead if something is not right. As the plan unfolds, do not hesitate to review and revise as necessary. The researcher for this project worked with community leaders, managers and experts in the implementation of the research plan.

3.5.6   Step 6: Measure the results

Kottler et al., (2002) suggest that the social marketer should write "an honest, detailed assessment report" that will ensure that both the strong and weak points of the campaign

be used as reference points for campaigns to be mounted in the future, so that the trends and movements of society can then be understood.   Public opinion surveys may be desirable for measuring public attitudes as a basis for a strong marketing programme. Meanwhile the public needs to be assured there is a lot in it for them, hence the programme, Pitrow, (1997).

3.6   MARKETING TO PROMOTE ROAD SAFETY

The OECD Report, (1993:29) observed that through the years Road Safety Promotion was mainly a series of top-down communication messages with the persuasion symbolism of high-handed control, where drinking and driving, speed, safety measures and others are controlled from the belts, traffic codes and other road use controls are non-negotiable legislated and sanctions becomes a way of persuading people towards change of behaviour. Here self-regulation is not the order of the day. Road hazards reduced through the legal route.

The Report therefore admits that consumers and other organisations are potential partners in "the free market". The need to share information and responsibility among all stakeholders is of the essence. Driving behaviour belongs to both the authorities and consumer stakeholders and other target audiences of Road Safety. Road users need to know more about the rules, but it does look like the other side only wants to legislate and rule from the top. This has caused a problem, hence the assertion by Wittinck, (1992a) that Road conduct is not merely dictated by the need to move from point A to point B.   This market is "free" as there is no legislation applicable to driving behaviour or to the conduct of those organisations involved.   Road conduct is not merely dictated by the need to move safely from point A to point B; Transport Research Series, (2002:16).   Various quality considerations play a role, of which safety is but one. Road users consider Road Safety to be an important factor.   According to Wittink, (1992a), 90 per cent of road users wanted to be informed about the subject. When individuals do not see their behaviour as problematic, they feel no need to change. OECD Report, (1993:29).

3.7   OVERCOMING OBJECTIONS TO SOCIAL MARKETING

Some communicators may feel that Social Marketing is not appropriate for their organisation and that the Social Marketing approach as outlined cannot always be applied. In the following subjection, likely objections and constraints are anticipated and dealt with Wittink, (1992).

3.7.1 Limited budgets

Social Marketing suggests sizeable budgets to cover all aspects of the marketing mix and integrated research. A fully-fledged social marketing approach is likely to be more expensive than simply implementing a media-only plan. Whilst social marketing does involve a comprehensive integrated framework, it also incorporates an essentially well-proven philosophy of persuasion: customer orientation, Wittink, (1992).

Limited budgets can be overcome through feedback loops where consumers are given some voice regarding Road Safety. Listening to road users' suggestions and complaints is a small step towards some collaboration with the latter in the bid to attain Road Safety.

Listening is often followed by action of some kind. If pamphlets are the way to go for a behaviour change campaign, then the target audience will be the ones to say where to find them, when and how to use them, Wittink, (1992).

Some of the methods suggested by Wittink are quite dated, because of the cheaper and more effective technologies, post 1990. However, he suggests radio and television as the most influential media "but a letterbox drop or a direct mail campaign could be considered" and will still involve Social Marketing. Public Relations methods have been highly recommended, Wittink, (1992).

3.7.2 Lack of expertise

Experienced marketers are often not found in the government and parastatal groups within Road Safety authorities. The departments have to rely on external consultants for most of their expertise. They do have well-trained scientists and sometimes, experienced mass

communicators. Marketing experts are readily available and either have paid consultants, or as invited volunteers or unpaid members of a committee with other expectations, report to the OECD (1994). Road Safety does not sell in the same manner as the marketing of goods and services. Expertise for this is often external and has to be solicited through committees and other strategies. Wittink, (1992) argues that "the marketing expert needs to be acquainted with the important differences as well as with matters on common ground".

3.8   SOCIAL MARKETING DOES NOT REPLACE

Among the many strategies, one finds Social Marketing as another addition, where the road user is the point of focus for educational programmes, engineering and maintenance, as well as road traffic law enforcement. The role of Social Marketing is enhancement rather than a replacement. Social Marketing's role will ensure that the activity is sold to the public, and that mass behaviour can be influenced through programmes as is the case with health programmes. The eclectic nature of Social Marketing helps it to employ even behavioural psychologists with expertise in behavioural change strategies. All initiatives can then harness Social Marketing tools and theories to heighten the impact of behaviour change for the sake of the target audience.

3.9   APPLICATION AREAS

The use of Social Marketing in Road Safety programmes is the crux of this thesis, and therefore the set goals and objectives of this work should be discussed in the build up towards the development of a model for marketing Road Safety.   As such it is imperative to discuss Social Marketing applications as a build-up to the development or recommending of a Social Marketing model for marketing Road Safety.

Social Marketing has been applied in several areas of interventions to mobilise people. Tree planting is presently encouraged to combat global warming and climate change. Andreasen and Tyson, (1993) applied Social Marketing to influence builders to plant or save more trees on the residential lots they develop. Recycling was encouraged as a way

to influence households and businesses to keep the environment clean. In South Africa the programmes to combat women abuse has adopted sixteen days "of activism against abuse of women" as packed with activities in every village and town around the spring period. These and other awareness programmes have been cited by Novelli, (1995)

3.10 CHALLENGES TO SOCIAL MARKETING

There are numerous challenges to any kind of marketing. It is inevitable that any Social Marketing model developed to communicate road safety would have to face challenges. As such, it is important to present a discussion on the subject in this study.

As many authors and speakers have made clear, the principles of Social Marketing can apply to an extremely diverse set of social problems wherever the bottom line is influencing behaviour, Andreasen, (1995); Kotler & Roberto, (1998). However, as managers and funding agencies begin to use Social Marketing in more and more disparate domains, it is important to repeat the following cautions about basic principles, which, in their haste to adopt the very latest social engineering fad, they may ignore.

Social Marketing can be interpreted as propaganda and get negative rather than positive responses from the target audience. Central to it is behavioural change. Managers must keep it that way. Individuals should not imagine that Social Marketing entails simple public information dissemination, but rather as a journey towards attitude and behaviour change so that people reduce disease statistics, road deaths, and infant mortality and so on. Social Marketing is different from advertising. Social Marketing is much more than just communication. In Social Marketing, we put the stakeholder in the centre, and then get to work. Scholar patrols are done by scholars and by educators, for the safety of scholars who use roads. In Social Marketing, the scholar patrol campaign forgets about the role of the traffic officer but rather that of the school itself as responsible citizen. Andreasen, (1995) refers to Social Marketing as a process of performing marketing within a society, and therefore a combination of co-ordinated interventions in an integrated approach towards changing the mindsets of target market communities for their own sake. "This process involves constantly going back and forth to the target market before and after planning and before and after implementation". Finally, it informs government and funding agencies. In

the Social Marketing domain, mangers are faced with diehard and core values and beliefs that are entrenched, religious beliefs that are dangerously imbedded in the psyche, and traditional practices that are difficult to undo, but that is exactly the problem we must solve if we want to restrict child birth through contraception, reduce spousal abuse through education programmes, empower women in societies that have enslaved them.

These are the challenges of Social Marketing, where even terminologies are carefully designed, like "family planning" versus "contraception", "gender empowerment" versus "spousal abuse" and so on. Social Marketers in developing villages often encounter suspicions from communities that feel that westerners want to eliminate their traditional values and practices. Illiteracy and poverty does not make it easy for any social marketing practitioner. Some interviews target highly sensitive issues where discussions about sex are taboo. Goldberg et al., (1997) have referred to these and other examples.

Communication of benefits is another difficult area, when men will want to know why they must use condoms for safe sex, and many other areas of programme campaigns where children must be inoculated, and mothers with HIV and AIDS must not be breastfed, etc. Visual demonstrations used by western advocates are often regarded as insulting and vulgar by village leaders in developing settings, triggering gross hostility sometimes, and total rejection of the social marketer in some cases. Goldberg, (1997) indeed agrees that "too many programmes are short-lived, and this is where the problem is. Road Safety programmes of the "arrive alive" campaign category ought to be revisited every now and again to give them a new angle, especially in villages and informal settlements. However, this needs active communities, proper planning and training within the government and private sector, collaborative programming, and dedicated funding from agencies.

3.10.1   Changing Behaviour can be a problem

A lot has been said on behavioural change through Social Marketing and the point being made under this section is to further highlight the challenge that Social Marketing has in changing behaviour. It is believed that this is where persuasion comes in handy in aiming at changing the attitude and behaviour of persons concerned. Due to the consideration that communication has a direct influence on the attitude and behaviour of target publics, especially, as it pertains to Social Marketing, it is imperative to look at behaviour as a factor

of Social Marketing in Road Safety and communication thereof. This justifies the inclusion of a literature review on the behaviour of road users and their communication in road traffic situations.

As far as Social Marketing is concerned, behaviour plays a critical role in how people relate to one another. This factor therefore requires that behaviour should be considered as one of the important challenges to Social Marketing. Andreasen, (1993) suggests that because Social Marketing behaviours are significantly diverse and can be measured, "dimensions and these distinctions are worth paying attention to on both theoretical and practical grounds". The question in this regard is how might behaviours of Social Marketing be categorised?   Fishbein, (1995) has considered the following starting point in Social Marketing.

3.10.1.1 *Behaviours new to the world versus behaviours, new to the individual.*

Cozby, (2006) refers to the diffusion of innovation theory of Rogers and has suggested that early starters in new behaviours are different from late starters. Adopting a good behaviour early is better than starting late. Baranowski, (1992) refers to "late majority" and "laggards", these being those that delay in adopting new behaviours. These people are difficult to convince, and may abandon the new behaviour in the process. Their counterparts, the "innovators" and "early adopters" actually benefit more from behaviour change, and they just stay there.

3.10.1.2 *Behaviours facing serious competition versus behaviours without serious competition.*

According to Fishbein (1995) marketers watch out for winning behaviours of the competition, and then design strategies for their own side of the behaviour change. "One cannot develop a good strategy without understanding the competition" is the argument. The "status quo" behaviour can be given an alternative so that at least a message goes

through, rather than "no message" at all. Sound strategy is the name of the game (Fishbein, 1995).

3.10.1.3   Behaviours with personal benefits versus behaviours with third-party benefits.

Behaviour-changing programmes always outline the personal benefits to the target market participants. In any campaign, benefits may go first to the target audience or to the third party. In a good campaign, all parties must win. Losing weight, getting off alcohol and avoiding speed fines are some of these. *Avoidance* and *approach* benefits have to be evaluated for their merits and demerits, De Wet, (2010); Fishbein, (1995).

3.10.1.4   Public behaviours versus private behaviours.

Weight loss is an example of a behaviour pattern that is visible to the public, while recycling may not be publicly visible. Fishbein, (1995) maintains that each case has its own merits in the Social Marketing domain, where behaviour change of any dimension is seen as a good first step in the right direction. De Wet, (2010) agrees that any such change is a persuasion index. South African parliamentarians were asked to stop smoking in 1997, and by 1998, a lot of them, including former President Mbeki, were never seen with their pipes in the public domain. A modicum of modelling was seen in this example, which could have significance for the public impact of Social Marketing.

3.10.1.5   Once-off behaviours versus continuing behaviours

A lot of once-off behaviours like going to HIV and TB testing sites make social campaigns easy, but in cases of continuing behaviours, where HIV patients must eat healthy foods, take their prescribed drugs regularly, refrain from unprotected sex, and stay positive in their thinking, there are problems, both for the message campaigners and the message recipients alike. Ongoing campaigns are expensive, but strategies to reward behaviour

change make things easier in the long run. Fishbein maintains that "the risk that the behaviour will be "wrong" will be a more important determinant in the first case as contrasted to the risk that accrues to not taking the behaviour" Fishbein, (1995).

3.10.1.6   Behaviours that are carried out alone versus behaviours that require the participation of others.

Some behaviours are totally within the control of individuals, like reduction of speed in residential areas. Other behaviours need demonstration or modelling. The former needs different skills. The latter needs interpersonal competence Fishbein, (1995). Some people can go it alone, but others need the aid of important others. Competent Social Marketers design messages and communication models for these differing circumstances, with a view to behaviour change. A methodology in Social Marketing has to be determined.

3.11 BEHAVIOUR VERSUS MARKETING

Baker, (1999) advocates different behavioural change strategies in preference to lumping "everything under a single new approach to behavioural change called Social Marketing". Culture as inherent in the traditional and religious belief systems does have a role in development of habits and behaviour. In many cases these traditional and religious belief systems do downplay the impact of marketing as people tend to cling to their behaviours in spite of some very strong Social Marketing strategies. Marketers need to change behaviours as their central focus, and sometimes have to forgo the marketing focus, and get to the roots of the culture and the traditions. The present government has managed to bring Sangomas and medical science together in the struggle against HIV and AIDS. This was not easy, but lots of behaviours changed while advocacy continued to happen. It is all about strategy. To this end, Goldberg et al., (1997) maintain that "Social Marketing theory must remain broad, but the practice of Social Marketing should become ever more specialised and professional to meet these new challenges".

3.12 CULTURE AND SOCIAL MARKETING

As already indicated in paragraph 3.10.1.4 above, the influence that culture has on Social Marketing and *vice versa* cannot be over emphasised. Culture refers to a set of shared behaviours and ideas, according to Elliot, (1993). The latter maintains that the forbears of culture, which are language, customs, knowledge, ideas and values determine how people interpret reality and life, and that these must be taken into consideration during Social Marketing. Relevance and appropriateness of messages for audience members become important parameters in the transmission of behaviour-changing messages. Different cultures view the world differently. These differences in world view influence behaviours, levels of groups, beliefs as well as social and personal space, Baronowski, (1992). These need to be taken into consideration when communicating messages of Social marketing for behaviour change among these groups. Several strategies must be summoned for the multi-facetted exercise, and lots of research must be done prior to implementation of programmes.

3.13   THE ROLE OF COMMUNICATION AND SOCIAL MARKETING IN ROAD SAFETY BEHAVIOUR

Road Safety behaviour needs to be communicated in a very effective manner to all communities, in spite of their different cultures. De Wet, (2010) refers to the effectiveness of persuasion through interpersonal communication. In the present era, one-on-one communication is possible through the technology of the SMS for instance. Road Safety messages can still be placed on SMS alerts like those adverts people get through their cell phones daily. Social Marketing entails designing, implementing, and controlling communication programmes so that acceptability of social ideas in increased among target groups, Rensburg, (1994); Kotler & Roberto (1998). Cognitive change is the expected outcome in Road Safety campaigns, accompanied by behaviour change. It is important to persuade the target market to stop over-speeding, to change values, to avoid road rage, and in the process, to become change agents for road use in communities. Road Safety ambassadors, as a new idea in this domain, may be the right way to go, if funded.

3.14 PROBLEMS ENCOUNTERED WHEN DEALING WITH MESSAGES ABOUT ROAD SAFETY BEHAVIOUR

Apart from the obvious political, economic and social problems, there will also be Communication problems to cope with when preparing Road Safety programmes to persuade people to adjust to safe behaviour.   Some of these problems are as follows:

3.14.1   Basic values

Village folks basically have their identities centred on certain values that may conflict with messages of change. However, success stories in the development arena have been told, where, especially in health programmes, people have positively embraced habits of health and discarded their traditional beliefs. Change happens over time, but benefits are derived as soon as change is made. South African rural communities still cling to values that militate against change of values, making it difficult to persuade them in the direction to embrace the moral values of Road Safety.

3.14.2   Exact target groups

Targeting problem groups has been seen as the way to go at present in South Africa. Initially, it was difficult to concentrate on an exact target group. The National Department of Transport Arrive Alive Campaign Report, (2003) cites the problem with targeting specific groups in its report. They were "until now, morally obliged to reach the South African population as a whole and not the problem target groups in particular". It is advisable that behaviour change be targeted among problem groups, as these people are the most vulnerable on the roads, as pedestrians, as passengers and as drivers of vehicles.

3.14.3   Message formulation difficulties

South Africa has 11 official languages, and in addition, the Khoi and San languages that are emerging are beginning to put pressure on the system to recognise them in their programmes. Most people who need the programmes in their language, and relevant to their culture for purposes of understanding are the very people from the remote backgrounds of rural villages and very small towns in the poorer areas of South Africa. In the Eastern Cape, Xhosa rural folks who use public transport need programmes. In the

remote Limpopo villages there are similar problems as well as in Kwa-Zulu Natal, Mpumalanga, the Free State, the North West, the Northern and Western Cape, people here speak different languages, have different cultures, live rural lives either in villages or in white farms, are mostly illiterate and may be visually illiterate too, with the tendency to interpret the symbols of Road Safety wrongly. It therefore becomes extremely difficult to formulate the idea of transport planning or traffic control strategically, also bearing in mind the limited number of traffic officials who get deployed on provincial and local roads. It is argued that while in most cases communication message marketers or advertisers sell ideas and products that people want. Behaviour change as a product demands, in this case, that the communication programme persuades the South African population to control their road behaviour and plan their transport, which they might view as unpleasant rather than pleasant, because of several bottlenecks of planning that must be overcome. says the National Department of Transport, Arrive Alive Campaign Report, (2003).

3.14.4   Message content

The content of any message is communicated in the language, the symbol, and the text and idiom of the culture of the recipient audience. It is difficult to plan and formulate actual message content because not all the identified target groups are affected in the same manner by the messages or the approaches used in the messages. "What works for one target group in a message, might be taboo for others" says the Arrive Alive Report, (2003), and hence all programmes and campaigns should be fully researched and tested before being mounted. This puts a heavy burden on budgets, obviously, tested well before they are launched, but most of the time allocated budgets are not adequate, National Department of Transport, Arrive Alive Campaign Report, (2003).

3.14.5   Evaluation difficulties

The outcome of a Road Safety programme is often difficult to evaluate because its success can only be measured over time and results therefore are not available immediately. National Department of Transport, Arrive Alive Campaign Report, (2003). However, evaluation being a function of time, it is possible to use partners to observe regional problems and to report them to the central office from time to time. In this study, evaluation

is central to the Social Marketing Promotional strategic model being sought, and it was clear that huge gaps in the system needed to be bridged when they were found. It is these gaps that were the problem, but the solution had to be found. Partnerships are of the essence in any model that needs collaborative efforts, collaborative funding, collaborative system monitoring and development, and engagement of communities. The Department of Transport alone could never change behaviours and attitudes of the broad and culturally diverse road user family of South Africa.

3.14.6   Rural areas are less informed

In some provinces, poorer rural families are not exposed, on a daily basis, to the daily messages of road safety. The radio messages about traffic report on the density of traffic in the urban complexes of a few selected cities in the country. All of this has no meaning for people who would encounter the main road once in while. What is relevant for the urban communities may be irrelevant for rural areas, and therefore rural people who visit town once a month or once in a while, encounter serious problems in the cities, be they pedestrians, passengers or drivers. These are normally the most highly disadvantaged members of the less informed, less enlightened group of poor rural dwellers. Urban dwellers are often much more informed about road safety programmes than are rural communities. The immediacy, frequency, and impact of the road Safety messages make them more effective in urban areas. National Department of Transport, Arrive Alive Campaign Report, (2003).

3.14.7   Mass communication media not as effective

The Arrive Alive Report, (2003) observed that the media of mass communication are not as effective as has been assumed. They report that television programming reaches a very small percentage of the population, and that printed media have the lowest reach because of low literacy levels in the rural areas especially. Radio, the one media that has more penetration and reach, is the only hope for the disadvantaged masses.

3.14.8   Complex messages content

The Arrive Alive Report obviously needs help in the contents, particularly; of written messages in printed advertisements about Road Safety programmes and traffic planning are sometimes very complex and difficult to recall National Department of Formulating simple messages for its diverse audience. Also, the messages are top-down, and fail to have the positive appeal to change the behaviour or attitudes of the audiences for which they are intended. Arrive Alive Campaign Report, (2003).

3.15. ROAD SAFETY COMMUNICATION MEDIA CHOICES

Communication media in South Africa and Africa lend themselves to relevance and suitability as media of choice, because of the extreme diversity of the target audiences they must reach all at the same time, provided that special programmes are given special audiences, which has so far not been the case. Novelli, (1995), in agreement with Rensburg, (1994), rightly observe that in South Africa, attention should be more on the oral media rather than on the printed word. Modern mass media have to be completed by other types of relevant and appropriate media. This study still needs to evaluate the media used to reach target audiences.

Oral media are the real media at the grassroots level, as has been proved by most research. While it is agreed that the African world makes a strong case for oral media, it must also be emphasised that for this study, it is essential that post the study, another set of studies recommended, goes deeper into the semiotics of persuasion in the African tradition. Village audiences are amenable to the oral tradition of fireside stories, praise songs, chants and poetry and other cultural forms, which all use the oral face to face communication of the traditional village, which is also responsive to the indigenous language. This study needs to evaluate the media used to reach the target audiences.

3.15.1 ORAL MEDIA

Rensburg, (1994) pertinently notes, and vividly describes that in the African context,

> "sounds, sights, tastes and smells age-old and ever-new, experiences of joy and grief, of hunger and war, of harvest and festivity give African languages their own quality. It is a natural audio-visual language, which can teach us something about

communication in Africa. It is the medium that communicates the totality of experiences of a person or of a community, rather than just ideas and thoughts. It expresses the whole person. We should, in essence be communicating a better quality of life Rensburg, (1994). The African oral culture and experience makes a strong case for oral media, For this study, it is essential that post the study, another set of studies recommended, goes deeper into the semiotics of persuasion in the African tradition. Rensburg (1994) is one of the researchers that have observed and acknowledged force, the credibility and the prestige of oral media within the "African social systems and indigenous institutions".

The train has also become a vehicle that takes messages across the provinces in the country, traversing even the Southern African border, into Botswana, en route to Zimbabwe Lesotho and Swaziland.

3.15.2   Integrated communication media approach in South Africa

South Africa is unique for its integrated communication approach because of diverse cultures and languages. The traditional setting in the country is also person-centred and allows for the oral rural media to be accommodated. In using these oral media, we can harness the electronic medium of radio with its power of penetration, voice, relevance, affordability and reach to harness the oral media of praise song, idiom, music, and poetry to promote behaviour change for Road Safety promotion in this country, although the rural target audience is quite low. This radio use may empower the less advantaged rural communities if done wisely, and should indeed, if need be, be implemented as soon as possible to solve the greater problem. If target group relevant, the radio programmes should also benefit the informal settlements and other semi-rural semi-urban poorer settlements around South Africa. Rensburg, (1994) has offered some useful insights into oral media communication among the rural and similar target audience, and highlighted the issue of oral media credibility, and indeed this study should jump at the prospects of incorporating oral media evaluation into the research equation. Other insights articulated in Rensburg's stance need special reflection for holistic interventions into the social marketing of Road Safety communication in South Africa.

3.16 GENERAL COMMUNICATION RECOMMENDATIONS FOR THE POSSIBLE IMPROVEMENT OF FUTURE ROAD SAFETY PROGRAMMES

Target group relevance is of utmost importance. The first consideration for any communication is the target audience and its unique attributes. It is important that even though we communicate same messages to many groups, we should isolate specific groups and target them for specialised interpersonal communication of general messages, because of their peculiar culture and language as well as how they decode messages.

Simplicity of messages is the way to go. This is classical within the echelons of communication research. Because most illiterate groups in villages are also visually illiterate, it is wise to avoid the "Tom and Jerry" type animation mode of communication used in children's television programmes called "Di-Popaye" in Botswana. The language of these visuals is totally foreign to even the adults of the country, and therefore "no sense" is made of the message, Mosime, (2005).

Rensburg, (1994) has, in addition to warning against the animated pictures, also warned against the use of certain animals, which may be totem animals whose usage in communication may be taboo in certain cultures. The Edutel team from a former homeland was attacked by villagers in a village near Mogwase in the vicinity of Moruleng and the Sun City for playing educational videos of baboons and monkeys for the learners of a primary school. The small tribe was informed by rumour and the officials were almost ambushed by a group of armed women as they drove out of the village. The monkey species are a totem animal group for the vast tribe of Mogwase, Moruleng, Bapong and the Lehurutshe areas, which were then under the homeland of Bophuthatswana, Mosime, Edutel, (2005).

3.17 BARRIERS TO EFFECTIVE SOCIAL MARKETING

It is because professionals do not work together that there are problems. Novelli. (1997) contends that Social Marketers must work together broaden their approach and then try to comprehend fully the social and political environments in which they operate in order to get closer to understanding the dynamics of Social Marketing as operating well beyond the arena of behaviour change. This should be done to ensure that theoretical models are

applied in practice and overcoming barriers. One barrier to effective Social Marketing is inadequate formative research and limited monetary resources. To design a change in behaviour it is necessary to expand thinking about research beyond traditional methodologies. Finally, if the Social Marketing field is to continue to develop, grow and adapt to real world changes, practitioners must apply research findings to **Social Marketing**. The present study did just that. Collaboration and co-operation assists in the sharing of resources and the joint use of limited monetary resources, and avoid duplicating efforts. A model that utilises a common strategy and inter-agency co-operation and collaboration can assist managers to work as teams in the field of Social Marketing, guided by interaction, common principles, "communication, relational and value dimensions". Social Marketing professionals must have a common academic discipline where they initiate and engage continuously in ongoing dialogue to "identify and define models for understanding human behaviour, effective methods for achieving results, and standards of practice for the profession", Smith, (1997) has also observed that there are "currently very few academic programmes for graduate study, while the workforce not trained sufficiently.

3.18   CONCLUSION

The chapter was an exposition of the foundations of Social Marketing with a theoretical background that attempted to redefine fundamental concepts and key aspects of the young discipline and its problems as applied to the promotion of Road Safety. An attempt was made to highlight all aspects of the discipline, all aspects relating to communication, persuasion, behaviour and attitude change, and audience characteristics, including the internal and external environments in which Road Safety promotion is practised, studies and observations by various authorities in the discipline of Social Marketing, its advantages, its strengths, its challenges and its potential in general.