

CFASMA1.3V4.0

Develop understanding of theories and evidence about what might influence the behaviour of target groups



Overview

This unit is about developing understanding of relevant theories and existing evidence about the influencers on the behaviour of target groups and interventions that may or may not be successful in achieving desired behavioural goals. When applied in a social marketing context, this activity may be carried out at any point during the social marketing programme: at the beginning to inform the definition of goals and strategic approaches; during the programme, to monitor progress and inform changes to the strategy; or at the end to evaluate the results and identify lessons learned.

This unit is for researchers or research managers who carry out research into behavioural motivators and inhibitors and interventions to influence behaviour.

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Performance criteria

- You must be able to:*
- P1 establish and agree with those commissioning the research:
 - P1.1 key questions to be answered by the research
 - P1.2 when the results are to be presented
 - P1.3 the format(s) in which research findings will be presented
 - P1.4 the resources available for the research
 - P1.5 your and ethical authority for carrying out the research
 - P1.6 procedures to follow in case of difficulties in carrying out the research
 - P2 ensure effective engagement with the target groups and other key stakeholders in designing, carrying out and evaluating the research, taking care to engage vulnerable and hard-to-reach groups
 - P3 identify and work with partners who can facilitate access to the required research
 - P4 identify and comply with your duty of care towards the target groups being researched
 - P5 identify existing or innovative methods, tools and techniques and evaluate their suitability and reliability for the research
 - P6 use suitable, reliable and cost-effective methods to carry out the research
 - P7 identify the range of factors which might influence the behaviours, and the underpinning beliefs, values and attitudes, of the defined target groups
 - P8 identify relevant evidence-based theories which might help explain what motivates and/or inhibits particular behaviours amongst the target groups
 - P9 identify relevant previous/current interventions and evaluate their effectiveness in influencing the behaviours of comparable target groups
 - P10 use a structured approach to evaluate the salience and usefulness of different theories and evidence from previous/current interventions in informing the social marketing strategy to achieve desired behavioural goals with the defined target groups
 - P11 use reliable and cost-effective research methods to engage with the target groups to develop a better understanding of what might motivate and/or inhibit particular behaviours and their possible reactions to different interventions designed to influence their behaviours
 - P12 follow agreed procedures in case of difficulties in carrying out the research
 - P13 record your research findings in ways which facilitate their access and formatting for agreed purposes
 - P14 present the research findings in the agreed format at the agreed time,

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respecting the confidentiality and sensitivity of the findings
P15 check with those commissioning the research that the findings fully meet their requirements

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Knowledge and understanding

You need to know and understand:

General Knowledge and Understanding

- K1 analytical principles, methods, tools and techniques
- K2 anthropological theories relevant to the activity
- K3 communication principles, methods, tools and techniques
- K4 creative-thinking principles, methods, tools and techniques
- K5 evaluation principles, methods, tools and techniques
- K6 examples of effective and ineffective social marketing practice relevant to the activity
- K7 information management principles, methods, tools and techniques
- K8 legal and organisational/partnership requirements for the management of information
- K9 marketing research principles, methods, tools and techniques
- K10 partnership working principles, methods, tools and techniques
- K11 presentation principles, methods, tools and techniques
- K12 psychological theories relevant to the activity
- K13 questioning principles, methods, tools and techniques
- K14 reporting principles, methods, tools and techniques
- K15 research and investigative principles, methods, tools and techniques
- K16 social marketing principles, methods, tools and techniques
- K17 sociological theories relevant to the activity

Industry/Sector Specific Knowledge & Understanding

- K18 current and emerging trends and developments in the sector internationally, nationally and locally
- K19 industry/sector, organisational/partnership and professional codes of practice
- K20 legal, regulatory and ethical requirements in the industry/sector

Context Specific Knowledge & Understanding

- K21 codes of practice relevant to your role
- K22 objectives of your area of responsibility
- K23 organisational/partnership policies and procedures relevant to the activity
- K24 sources of advice, guidance and support
- K25 sources of data, information and knowledge
- K26 target groups, their diverse interests, needs, abilities and preferences
- K27 your own role and responsibilities

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Additional Information

Behaviours

1. present information clearly, concisely, accurately and in ways that promote understanding
2. comply with, and ensure that others comply with, legal requirements, industry regulations, organisational policies and professional codes
3. act within the limits of your authority
4. identify sources of information to meet current and foreseeable requirements
5. use cost-effective and time-effective means to gather, store and retrieve information
6. gather and analyse information from a variety of sources
7. keep confidential information secure
8. check the validity and reliability of information
9. identify and work with people and organisations who can provide support for own work
10. maintain up-to-date information on the political, economic, social, technological and legal factors that impact on work
11. identify the range of elements in a situation and how they relate to each other
12. identify the implications or consequences of a situation
13. identify patterns or meaning from events and data that are not obviously related
14. build a total and valid picture from restricted or incomplete data
15. articulate the assumptions made, and risks involved, in understanding a situation

Glossary

Commissioner

This may be your boss (for example, a Research Manager), someone else within your organisation or someone from another organisation on behalf of which you are carrying out the research. In some cases you may be the commissioner (ie you are conducting the research for your own purposes); in this case it is still important to establish these points

Purpose

This is the reason why the research is being carried out. The purpose can be discovered by asking the question: what are the decisions the research is designed to inform?

Scope

This includes both target groups and the behaviours to be addressed. Resources" include: physical (premises, equipment, consumables, energy);

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financial; human (whether paid or unpaid, internal or external); information.

Ethical authority

This means the rationale for requesting the information (eg reducing the incidence of smoking will reduce morbidity of debilitating and fatal diseases amongst the target group). "Ethical" is underpinned by the principle of 'the greatest good for the majority of people in the long term'

Stakeholders

These include all those involved in, or affected by, the social marketing strategy and the issues it is seeking to address. Key stakeholders are those with the greatest interest in or influence on the issues; they will always include the target groups or intended beneficiaries of the social marketing activity

Factors

These include: biophysical; environmental; social; psychological

Saliency

This means the relevance of the theory or the evidence to the particular issue(s) being addressed by the social marketing strategy

As used in the standards, "social marketing programme" encompasses longer-term (3 years) programmes, medium-term (1-3 years) campaigns and short-term (<1 year) targeted initiatives

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Developed by CFA Business Skills @ Work

Version number 1

Date approved March 2009

Indicative review date March 2011

Validity Current

Status Original

Originating organisation Chartered Institute of Marketing

Original URN [ORIGINURN]

Relevant occupations Arts, Media and Publishing; Health, Public Services and Care; Health and Social Care; Public Services; Animal care and veterinary science; Environmental conservation; Retailing and wholesaling; Performing Arts; History, philosophy and theology; Sociology and social policy; Education and training; Accounting and finance; Business management; Marketing and sales; Health and Social Services Officers; Health Professionals; Teaching Professionals; Health Associate Professionals; Protective Service Occupations; Government and Related Organisations; Finance; Communications; General; Personal Service Occupations; Sales and Customer Services Occupations; Business and Finance Associate Professionals

Suite Social Marketing

Key words social marketing research, CSR, data collection, behaviours, research
