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Research Article

**The Role of Social Marketing in Creating Obesity Awareness and Its
Effects on Life Quality**

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Abstract- Marketing is the process of developing, pricing, promoting, and placing products, services, and ideas. The aim of social marketing is to inform the society and affect behavioural differences in individuals by using the mentioned marketing processes. In social marketing, the marketing concepts of profit and value mean the acceptance of a desired behaviour by the society. Social marketing can be used in many different areas such as promoting sportive activities, promoting life belt use, preventing violence against women, promoting school attendance of girls, and etc. Health sector is one of the areas in which social marketing is frequently used. Since obesity is becoming a major problem effecting both health and life quality, we can witness numerous social marketing campaigns developed for preventing obesity. In this research, the role of social marketing in creating obesity awareness and its effect to life quality of individuals is studied. Population consists of 289 people above the age of 18 who are selected by random sampling method. A public survey is used as data collecting method and factor analysis and reliability analysis are performed for the acquired data by using the SPSS package program. Moreover, the model structured for the study is tested through a LISREL structural equation modelling.

Keywords- Social marketing, obesity, life quality, scale development

1. Introduction

The importance of social change efforts is increasing due to the increasing problems of health sector all around the world. To create behaviour changes for the benefit of society, the social marketing application which is defined as the use of marketing programs and methods in the health sector, has also intensified. In recent years, especially in the health sector, both public institutions and non-profit organizations are using social marketing in many areas (Grier and Bryant, 2005).

In recent years, social marketing fight against the obesity since it has spread widely all around the world, and became a source of both social and economic

problems. All over the world, obesity and obesity-induced other diseases (type 2 diabetes, heart disease, stroke, hypertension, sleep disorders and some forms of cancer) has increased dramatically, and obesity has become almost epidemic. In developed and developing countries, the obesity becomes a significant threat and makes a heavy cost, because the productivity of workers is decreasing due to restriction of physical movement. In addition, obesity reduces the life quality of individuals, reduces the possibility of finding a job and can cause a variety of social problems like exclusion from the society (Witkowski, 2007).

2. Literature Review

2.1. Definition and Purpose of Social Marketing

Marketing was used to define as the replacement of products/services in return for a value such as money, or other products/services and by time it has adopted production, product, sales, and customer-focused approaches. However, day by day marketing has gone beyond these approaches and the idea that only customer satisfaction will not be sufficient but the well-being of community is also important, has emerged out. In 1960s, as the importance of social welfare become more eminent, various criticisms were aimed at the marketing practices (İlter and Bayraktaroğlu, 2007). To the end of the 1960s, with the increase of young scientists who are interested in marketing, these criticisms have intensified. Thanks to these scientists who are disturbed by the social unrest and turmoil in society, the idea that the marketing should more respect the community benefits and thus become more related with social events has emerged (Andreasen, 1994).

Every day, these ideas and thoughts began to be accepted more and more and have caused the marketing concept expanse. Due to the rapidly developing methods and techniques through time, the classical definition of marketing, which defines marketing as the development and selling of products, has included not only the marketing of products but also the marketing of goals and ideas. With the idea that the marketing tools and techniques used for products or services can be implemented to the marketing of ideas in 1970s, "social marketing" concept has emerged out (Bayın and Akbulut, 2012). With the formation of the social marketing concept, modern marketing concept began to take shape. There are customer-oriented approaches on the basis of modern marketing. Technological developments, globalization, increased levels of consumers' education and communication have played an important role in the transition process of customer-focused marketing.

Due to the technological development and globalization, consumers' knowledge, awareness, expectations on products/services have increased, and this in turn led to a change in marketing concept. Relations with customers gained importance in the modern marketing concept and the concept of value creation has improved. In this way, like the relationship marketing, the value marketing, and experiential marketing, holistic marketing approach has evolved over time (http://www.aturkuni.com/ow_userfiles/plugins/forum/attachment_1275_543ceb2f98_dff_543ceb2a09d4d_%C3%BCnite-10.pdf, Access date (12.01.2015)).

Various definitions have been made since the emergence of social marketing concepts. According to Kotler and Zaltman who are the first social marketing concept creators in the 1970s, social marketing is all the design, application and control of the programs made to influence the acceptability of social ideas and includes planning, pricing, communication, distribution and marketing research issues of goods (Kotler and Zaltman, 1971).

According to another definition, social marketing is the usage of marketing principles and techniques to influence the potential audience on the behaviours which are accepted, rejected, waived, or changed voluntarily for the benefit of individuals, groups, or the entire community (Karavelli, 2012).

As discussed above, social marketing is the process which includes various criteria such as product, price, place and promotion, and the activities such as addressing the socials take-holders, developing intra-community partnership, creating and disseminating social policies activities. Social marketing is defined as the efforts to influence the social behaviours not for the derived benefits but for the benefit of target audience and the public in general. The effort to create behavioural changes, which is the focus of social marketing, is one of the key elements that separates social marketing from commercial marketing (Bayın and Akbulut, 2012).

There are similarities and differences between commercial marketing and social marketing. The most important difference to note is that there is no profit aim in social marketing. Social marketing's main benefit is to make the desired behaviour common in society. In social marketing, programs which are able to cause social change, are planned and applied with using commercial marketing elements. In many definitions of social marketing, it is expressed that commercial marketing norms are applied to social marketing. The most important reason for the use of commercial marketing norms in social marketing is that social marketers believe that both social marketing and commercial marketing have the same problems (Tükel, 2008).

Social marketing approach which has began to be used in Turkey after 1980s, started with social oriented advertising samples and then continued with social campaigns. In 1984 and then the educational advertisements (Fig.1) which belong to toothpaste firms in various media were the first studies for this purpose (Tükel, 2008).



Fig. 1. School campaign. ([http:// www.unicef.org/ turkey/ pr/_ge6.html](http://www.unicef.org/turkey/pr/_ge6.html), Access date (12.01.2015))

Since then many other social marketing campaigns were implemented in our country. Most of the campaigns included various subjects such as girls' education, dissemination of wearing seat belts (Fig.2), breast feeding, and improvement activities for people with disabilities.



Fig.2. Wearing seat belts

(http://www.trafik.gov.tr/SiteAssets/Trafik%20Kitaplık/kampanyalar/afis_brosur/afis/8.jpg, Access date (12.01.2015)).

Because obesity has become a serious health problem in recent years, "obesity struggle movement" campaign (Fig.3) was launched in 2012 with the communication methods such as banners and billboards which have "portions reduction" and "we take 10,000 steps a day" headings, in our country (<http://www.sggm.saglik.gov.tr/belge/1-15742/kampanya-hakkinda.html>, Access date (12.01.2015)).



Fig.3. Obesity struggle movement

(<http://www.saglik.gov.tr/SGGM/belge/1-16018/ilgili-gorseller--afisler-.html>, Access date (12.01.2015)).

2.2. Social Marketing Issues

As a necessity brought by globalization, social

considerations are marketed with campaigns such as environmental protection, family planning, energy restriction, smoking cessation, vaccination, supporting artistic activities, education, culture, offering job opportunities to needy and disabled or to support their expectations. Various social organizations which realize that they can achieve their goals more easily by using marketing techniques, develop strategies which aims informing and proving themselves in order to choose the audience that they will address (Tek, 2005).

The main purpose of social marketing as mentioned before is to ensure social welfare. To achieve this goal, social marketing can include all kinds of subjects. Social marketing can appear in many different areas considering public benefit such as prevention of environmental pollution, the protection of wildlife, prevention of smoking and alcohol use, family planning, prevention of infectious diseases, early diagnosis and treatment of breast cancer, prevent drunk driving, and preventing excessive speed at traffic, and promoting breast feeding. If we consider these areas, it is obvious that these subjects ensure prosperity and improve their quality of life by changing individuals' behaviour in society (Tükel, 2008).

Social marketing issues are changing due to the globalization, social and cultural changes and advances in information technology. With these developments, social marketing campaigns focused on combating commercial marketing which features smoking, sedentary activities such as excessive television-phone addiction and fast food consumption etc. There are various approaches available in the social marketing campaigns for children. Campaigns can be implemented to both parents and children in some issues such as excessive TV watching, computer addiction (Evans, Christoffel, Necheles and Becker, 2010).

One area where we mostly come across with the social marketing practices is health sector. Some of the social marketing practices related to the health sector are issues such as raising public awareness about heart diseases, establishment of healthy nutrition policy to prevent obesity, campaigns against smoking, and protection from AIDS/HIV viruses.

With the change of social habits and social problems and with corruption of ecological balance, nowadays, social marketing is applied to many different issues such as gaining back the drug addicted youngsters to society, creating awareness about the impacts of artificial/chemical fertilizers on water resources, protection of the environment and natural resources, the education of children in refugee camps,

the activities conducted to achieve women's economic independence (Bayraktaroğlu and İltter, 2007).

When the areas to which the social marketing is applied are taken into consideration, the first thing that comes to mind is that the social characteristics and cultural values of the regions, where the social marketing is applied, determine the subject of the social marketing campaigns. For example, while vaccination campaign could be an issue of social marketing in Turkey, a campaign about affecting consumption behaviours have priority in USA (Kurtoğlu, 2007).

2.3. Social Marketing Features and Social Marketing Mix

Key features of social Marketing (Kurtoğlu, 2007):

- Served for consumer behaviours. The main purpose is ensuring a certain level of knowledge or creating a certain attitude change. The process of realization and making common of the desired attitude change may take a long time.
- Costs are controlled effectively in programs. Because of making a profit is not in question, capital should be kept in very narrow range and the researches should be effective.
- In strategies and campaigns, society's values and beliefs are not dealt with. Strategies and campaigns acts according to the interest of the individuals in society, and their wishes, needs, values and perceptions are taken as basis.
- Includes social marketing mix. Social marketing mix elements can be specified as follows:

a. Product: Product, in social marketing, is behavioural suggestions that prompt society to action. Behaviour, that is desired to be understood and adopted by society, is tried to be marketed by presenting attractively to the society. Customary or alternative (including convenience, comfort) behaviours can be considered as rivals. Description of this rival behaviour (product) should also be made clear.

b. Price: In social marketing, in contrast to the commercial sector, individuals do not pay for product. In social marketing, the cost of marketed behaviour to the individuals is not monetary. What is referred to as cost is the behaviours that the person have to apply, such as staying away from a particular behaviour which is more comfortable, more funny or easier to apply. For example, quitting smoking, spending less time on television, etc. But there is a cost for the marketers and they try to balance profits and costs.

c. Place: Ease in the implementation of behaviours is expressed with place in social marketing. In other words, to say that the social marketing is successful, marketed behaviours should be done wholeheartedly

d. Promotion: In social marketing, promotion contains many tactics for presentation, recognition, and acceptance of the desired behaviour. It can be seen in many ways ranging from communication instruments such as advertisement, posters and brochures to giving awards.

- Because of the reason that social marketing approaches start with society, research is needed in both previous and intermediate stages of social marketing applications. Marketed behaviour should be evaluated from the perspective of society.
- In social marketing, market should not be considered as a whole and market segmentation should be very clear. In the wrong target groups, there is a risk of obtaining unwanted changes in behaviour and unintended consequences. In another aspect, in order not to increase the costs, segmentation must not contain members by individually.
- Rivals must be well defined. In social marketing, things that individuals see as an alternative to the new behaviour are defined as rivals

3. Research

3.1. Research Objective

The main objective of this study in which the role of social marketing in creating obesity awareness and its impact on life quality of individuals measured, is to show that the behavioural change and awareness formed by social marketing have crucial importance in increasing life quality of individuals. By doing this it is aimed to make social marketing applications more common in order to increase social prosperity. The developed scale and research model will contribute academic literature.

3.2. Sample Size and Sampling Technique

In this study, total 289 people above 18 years old chosen by random sampling technique are surveyed in 20 November-27 December. Using 3 indicators for each latent variable and sample size of above 200 is enough for a research (Çokluk, Şekercioğlu, Büyüköztürk, 2012).

3.3. Research Instrument

Research data are obtained through a two part survey conducted to sample mentioned above. In the

first part of the survey there were 9 statements measured on five point Likert scale (1=Strongly agree, 2=Agree, 3=Neither agree nor disagree, 4=Disagree, 5=Strongly disagree). The second part of the survey contained demographic and physical characteristics such as sex, age, profession, length, and weight.

3.4. Data Analysis

The research data obtained from the surveys conducted to 289 respondents are firstly analyzed by using SPSS statistical package program and then the validity and reliability of developed research model and scale is tested through using LISREL structural equation modeling.

3.4.1. Demographic and Physical Characteristics

Demographic and Physical Characteristics of respondents are presented in Table 1:

Table 1. Demographic and Physical Characteristics of respondents.

		Frequency	Percentage
Sex	Female	123	42.6
	Male	166	57.4
	Total	289	
Age	18-24	81	28
	25-35	69	23.9
	36-45	75	26
	46-55	52	18
	56+	12	4.2
	Total	289	
Profession	Public employee	84	29.1
	Private sector employee	98	33.9
	Student	67	23.2
	Unemployed	11	3.8
	Housewife	29	10
	Total	289	
	Body Mass Index	Underweight	43
Normal weight		130	45
Overweight		86	29.8
Obesity		30	10.4
Total		289	

The data in Table 1. show that;

- a. Of the total 289 survey participants, %42.6 (123 people) is female and %57.4 (166 people) is male,
- b. Of the total 289 survey participants, %28 (81 people) is between the age of 18-24, %23.9 (69 people) is between 25-35, %26 (75 people) is between 36-45,

%18 (52 people) is between 46-55 and % 4.2 (12 people) is above 56,

c. Of the total 289 survey participants, %29.1 (84 people) is public employee, %33.9 (98 people) private sector employee, %23.2 (67 people) is student, %3.8 (11 people) is unemployed and %10 (29 people) is housewife,

d. Of the total 289 survey participants, %14.9 (43 people) is in underweight group, %45 (130 people) is in normal weight group, %29.8 (86 people) is in overweight group and %10.4 (30 people) is in obesity group.

3.4.2. General Findings

Table 2. The mean values of the participants' responses to "obesity awareness" questions.

OBESITY AWARENESS	Min	Max	Mean	St. Dev.
Decreasing salt rate in bread is important	1	5	1,93	0,982
It is important not to keep salt on tables in restaurants	1	5	1,95	0,971
The indication of the amount of calories in food packaging is important.	1	5	1,94	0,975
Public service ads about obesity are important	1	3	1,53	0,618
TV programs, ads, series, films about obesity prevention are important	1	3	1,55	0,633
Obesity prevention campaigns are important	1	3	1,55	0,623

When we look at the responses of participants, it is seen that "It is important not to keep salt on tables in restaurants" statement has the biggest mean value and "Public service ads about obesity are important" statement has the lowest mean value.

The statistical data of the participants' responses to "life quality" questions are presented in Table 3.

Table 3. The mean values of the participants' responses to "life quality" questions.

LIFE QUALITY	Min.	Max.	Mean	St.Dev.
I do not have health problems related to weight	1	4	1,50	0,672
My weight does not adversely affect my social life	1	4	1,52	0,697
My weight does not adversely affect my business life/finding a job	1	4	1,55	0,721

3.4.3. Reliability Analysis Results

The internal consistency of the study was calculated using the statistical Cronbach's Alpha coefficient. Cronbach's Alpha values of 0.890 and 0.955 in the presence of the research question show that it has a high internal consistency.

Table 4. The reliability analysis results of the research questions.

QUESTION GROUP	VARIABLE NUMBER	CRONBACH'S ALPHA COEFFICIENT
Obesity awareness	6	0,890
Life Quality	3	0,955

3.4.4. Results of Factor Analysis

Factor analysis is applied to measure the number of sub-dimensions composing the statements in this survey. Factor analysis as a statistical method is generally used to analyze the correlation level of variables with each other. As a result of factor analysis, by means of summarizing data consisting large number of variables, less factor groups are generated with minimum level of data loss (Gegez, 2007). Kaiser-

Meyer-Olkin (KMO) sample adequacy criteria is an index that compares observed correlation coefficients to size of partial correlation coefficients for the variables in factor analysis. KMO rate is required to be greater than 0,5. The greater this rate is, the better it is to perform a data set factor analysis (Kalaycı, 2010). As a result of KMO test applied to survey data, KMO value is found as 0,836. This demonstrates that suitability of variables to the factor analysis is at very good level. Furthermore, provided that p value of Bartlett test is less than 0,05 significance level, it may be argued that there is enough level of relationship between variables to perform a factor analysis (Durmuş, Yurtkoru, Çinko, 2011). Since the results of both Kaiser-Meyer-Olkin (KMO) sample adequacy test and Bartlett globosity test are meaningful, data set is found acceptable for factor analysis (KMO=0,836, χ^2 Bartlett Test (36)= 3259,181, p=0.000). Within feasibility test, on the scale of obesity awareness, factor analysis with principal components analysis and varimax rotation is performed. Statements measuring "obesity awareness" come under two factors, eigenvalues of which are greater than 1. The factors obtained reveal a variance of % 93,698.

As a result of factor analysis, it was seen that variables come under 2 different groups. Statements can be seen under factors as shown at Table 5.

Table 5. Factors with regard to Survey Statements

Factor name	Statements Constituting Factors	Factor Weight	Explanatorriness of Factor (%)	Reliability ("Cronbach's Alpha" value)
Legal Arrangements (H DU)	Decreasing salt rate in bread is important	0,958	65,658	0,980
	It is important not to keep salt on tables in restaurants	0,959		
	The indication of the amount of calories in food packaging is important.	0,964		
Media Activities (M DA)	Public service ads about obesity are important	0,934	28,040	0,951
	TV programs, ads, series, films about obesity prevention are important	0,931		
	Obesity prevention campaigns are important	0,938		

Factor analysis is used to test construct validity in social sciences. However it is required to calculate numerically the reliability of factors obtained via factor analysis and this calculation can be made using Alpha model. One can say that factors and statements under them are reliable provided that Cronbach's Alpha value regarding each factor is 0,70 and above (Durmuş, Yurtkoru, Çinko, 2011). As a result of factor analysis applied to survey data, minimum Cronbach Alpha

value is determined as 0.951. Accordingly we can say that the factors are reliable.

3.5. Research model

As a consequence of aforementioned factor analysis and reliability analysis, it can be seen that statements in this survey come under two factors. In the light of these data, research model is established as follows (Fig.4).

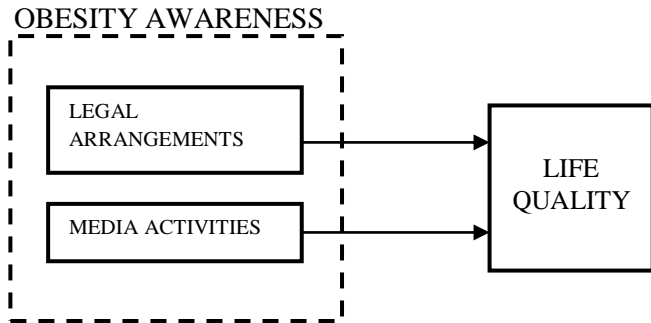


Fig.4. The role of social marketing to develop obesity awareness and effect on life quality (Research Model)

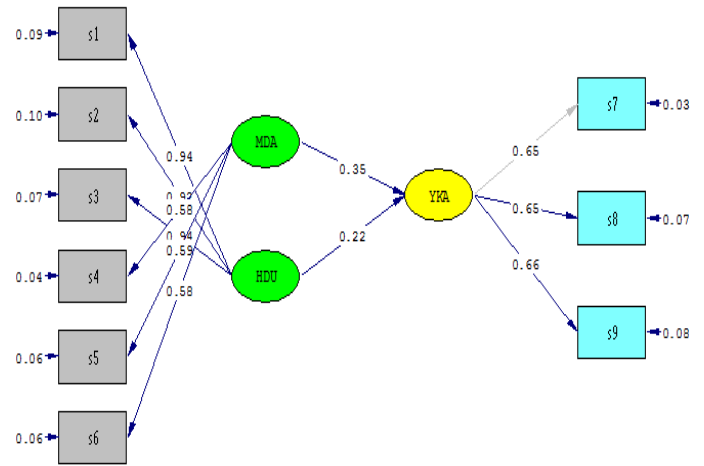
Source: Developed by the researchers.

3.6. Testing the Developed Model with the Structural Equation Model

A confirmatory factor analysis has been made using LISREL structural equation modelling. When goodness of fit indices of that analysis are considered, the results are as follows: chi-square (χ^2) value=30,93, p=0,16; Degrees of Freedom= 24; $\chi^2/sd= 1,28$; Root Mean Square Error of Approximation-(RMSEA)=0.032 (Fig.5); Goodness of Fit Index (GFI)=0.98; Adjusted Goodness of Fit Index (AGFI)=0.96; Comparative Fit Index (CFI)=1.00; Normed Fit Index (NFI)=0.99; Root Mean Square Residual (RMR)=0.008 and Standardized Root Mean Square Residual (SRMR)=0.016. Values derived from the structural equation model and the acceptability criteria of the goodness of fit indices (Durmuş, Yurtkoru, Çinko, 2011) are shown in Table 6.

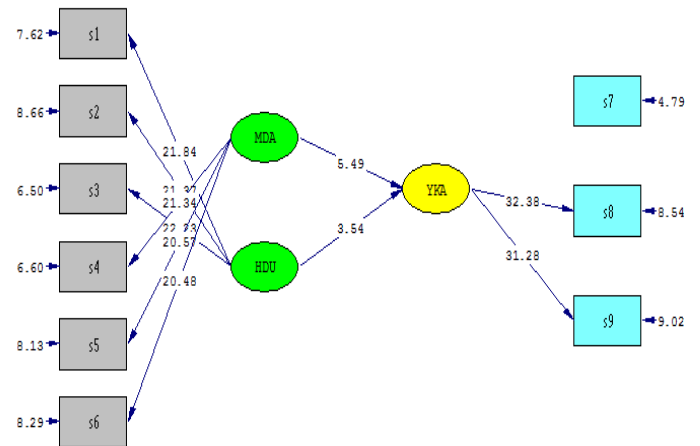
Table 6. Values Derived from the Structural Equation Model and the Acceptability Criteria of the Goodness of Fit Indices

Goodness of fit Index	Values Derived from the Model	Acceptability Criteria
Chi-Square (χ^2)/ sd	1,28	≤ 2 perfect fit
GFI	0,98	≥ 0,95 perfect fit
RMSEA	0,032	≤ 0,05 perfect fit
RMR	0,008	≤ 0,05 perfect fit
SRMR	0,016	≤ 0,05 perfect fit
CFI	1,00	=1 perfect fit
NFI	0,99	≥ 0,95 perfect fit



Chi-Square=30.93, df=24, P-value=0.15568, RMSEA=0.032

Fig. 5. Standardized solution derived from the second-order confirmatory factor analysis.



Chi-Square=30.93, df=24, P-value=0.15568, RMSEA=0.032

Fig. 6. t values derived from the second-order confirmatory factor analysis.

Table 7 Results of the Structural Equation Analysis

Dependent Variable	Independent Variable	Standardized Solution	t Values
Life Quality (YKA)	Media Activities (MDA)	0,35	5,49
	Legal Arrangements (HDU)	0,22	3,54

When both the path diagram derived from the second-order confirmatory factor analysis and t values are examined, t values (Fig.6) and standardized solution values are seen to be meaningful with 0,01 reliability level. The standardized solution values derived from the

second-order confirmatory factor analysis are shown in Fig. 5, while those of t in Fig. 6.

When the goodness of fit indices in Table 6 and the results of the structural equation analysis in Table 7 are taken into consideration, the model used for investigating the relationship between obesity awareness and quality of life and tested by LISREL structural equation modelling is found satisfying in terms of significance and reliability, through which the acceptability of the model has been tested.

4. Conclusion

In world nowadays, it is getting more and more significant to enhance the individuals' quality of life, using social marketing applications for fighting against obesity and creating awareness. In this study, the relationship between obesity awareness built by social marketing applications and quality of life has been conducted.

During the course of this study, SPSS (Statistical Package for Social Sciences) statistics package has been used in the analysis and interpretation of data, while LISREL structural equation modeling has been chosen for testing the significance and reliability of the developed model. Making use of SPSS program, statistical analyses have been performed and survey results have been examined. Statistical analyses and tests used in research data analysis are as follows: Frequency Analysis, Factor Analysis, and Reliability Analysis.

Demographic features of survey participants have been first tested by frequency analysis and then that of factor. As a result, obesity awareness, the independent variable, consisted of two factors, which are legal arrangements and media activities. The dependent variable, life quality, happened to be the only factor itself. Following the factor analysis, reliability of dependent and independent variables have been tested by Cronbach's Alfa method. A high value has been acquired as a result of that analysis, which has shown that answers given to survey questions have had a high rate of internal consistency.

Taking the relationship between variables into account, the model in Fig.5 has been developed. It consists of 2 independent variables, creating the obesity awareness, and a dependent variable affected by these independent variables. In order to test the significance and reliability of that model, a second-order confirmatory factor analysis has been performed, following which goodness of fit indices, t value and standardized solution results have been

examined. Consequently, the model has been found to be significant and reliable, along with being tested as acceptable.

This study indicates how social marketing applications, which are playing a crucial role in creating obesity awareness, are affecting the quality of life. It could be taken one step further by adding some questions regarding the demographical features and conducting analyses based on them.

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