



Research Article Abstract Template

SMQ requires structured abstracts for research article submissions. This is to ensure abstracts reflect the aims and scope of the journal and the social marketing field and are easy for readers to navigate and understand. **The abstract should include the fields listed below. If the field is not included in the manuscript, it can be disregarded in the abstract.**

(Maximum 500 words)

Background: Briefly state the social problem(s) this manuscript addresses

Focus of the Article: Briefly describe which social marketing concept(s) this manuscript substantially exhibits (see references below). Major concepts and standards of social marketing include:

- Focus on behavior change (not only awareness or knowledge)
- Audience orientation/focus
- Audience segmentation and targeting
- Informed by theory and formative research
- Developed using marketing mix (product, place, price, promotion)
- Consideration of competing behaviors and exchange
- Involvement of strategic partners
- Monitoring, field testing, outcome, or impact evaluation research

Research Question: Briefly state the research question(s) the article attempts to answer and the key hypotheses.

Program Design/Approach: If your manuscript is program-focused, describe how the social marketing program was designed or planned, including how you determined your behavioral objectives, audience segments, and exchange proposition or marketing mix elements.

Importance to the Social Marketing Field: Briefly state how this research or practice will build new knowledge, contribute innovative ideas or solutions, and inform social marketing strategies or programs in the future.

Methods: Briefly state what methods were used in the research and denote sample design, if applicable.

Results: Briefly state the results of the research or program, reflecting actual data (means, test-results, and p-value) as appropriate, in response to key hypotheses.

Recommendations for Research or Practice: What theoretical, conceptual, and/or practical recommendations arise out of your manuscript?

Up to five key words

References for Social Marketing Standards and Principles

Global Consensus on Social Marketing Principles, Concept and Techniques. Accessed at https://isma.memberclicks.net/assets/Documents_Shared_Website/ESMA,%20AASM,%20SMANA%20iSMA%20endorsed%20Consensus%20Principles%20and%20Concepts%20paper.pdf (2017).

Social marketing benchmark criteria. Accessed at <https://www.thensmc.com/sites/default/files/benchmark-criteria-090910.pdf> (2006).

Alan Andreasen, 'Marketing Social Marketing in the Social Change Marketplace', *Journal of Public Policy & Marketing*, Vol. 21 (1) Spring 2002, 3–13.