Ollscoil na Gaillimhe
University of Galway

Provided by the author(s) and University of Galway in accordance with publisher policies. Please cite the published version when available.

Title	A Social Marketing Partnership Framework: An Extension of Morgan and Hunt's (1994) Commitment - Trust Key Mediating Variable Model
Author(s)	Duane, Sinead
Publication Date	2012-09-19
Item record	http://hdl.handle.net/10379/3032

Downloaded 2024-04-17T19:28:07Z

Some rights reserved. For more information, please see the item record link above.

Instructions

Welcome to this survey which seeks to generate a better understanding of the characteristics of behavioural change partnerships.

Before you start please read the following instructions carefully – if you have any questions or comments please contact Sinead the lead researcher at s.duane1@nuigalway.ie or Dr. Christine Domegan Senior Lecturer at NUIG (Christine.domegan@nuigalway.ie).

During the survey it is important to remember:

1. To carefully, but quickly, answer each question choosing the category that best describes YOUR opinion.

2. Answer ALL questions truthfully and honestly, all responses will be treated with the strictest confidence. Results will be aggregated in a final report to ensure that the identities of respondents are protected.

3. Answer ALL questions, some may seem repetitive, and others even strange, but they all have a purpose.

4. Surveys must be completed in one session, once you leave the session your answers will NOT be stored.

5. You can move forward and back between questions during your session however answers cannot be changed once you have exited the survey.

*1. For each of the following statements, please indicate how often your organisation engages in each of the following activites:

	Never	Rarely	Sometimes	Often	Always
My organisation uses behavior change as a benchmark to design and evaluate interventions.	○	○	○	○	○
Our projects use audience research to understand target audiences at the outset of interventions (i.e. formative research).	○	○	○	○	○
My organisation pre - tests intervention elements before they are implemented.	○	○	○	○	○
We monitor interventions as they are rolled out.	○	○	○	○	○
My organisation carefully segments target audiences to ensure maximum efficiency and effectiveness in the use of scarce resources.	○	○	○	○	○
My organisation believes that the central element of any influence strategy is creating attractive and motivational exchanges with target audiences.	○	○	○	○	○
The strategies we adopt attempt to use all four Ps of the traditional marketing mix (product, place, price and promotion); for example, it is not just advertising or communications; instead it creates attractive benefit packages (products) while minimizing costs (price) wherever possible, making the exchange convenient and easy (place) and communicating powerful messages through media relevant to—and preferred by—target audiences (promotion).	○	○	○	○	○
Careful attention is paid to the competition faced by the desired behaviour	○	○	○	○	○

There are many different interpretations of what constitutes a behavioural change partnership. For the purpose of this research it has been broadly defined as:

"...an organisation associated with another (or others) in a common activity or interest; impling a relationship which each organisation has equal status and a certain independence but has a spoken or formal obligation to the other(s)."

This research is not concerned with relationships whereby "a corporation (or other investor) creates a link with an outside issue or event, hoping to influence the audience by the connection."

Reflecting on our definition of behavioural change partnerships, for the remainder of this survey, please respond to the questions by thinking about ONE partner that you interact with the most on a regular basis.

*2. Have you participated in a behavioural change partnership in the last 3 years (2008 – present)?

- Yes
- No

*3. Please rate your level of knowledge relating to the behavioural change partnership you are thinking about

- Very Knowledgeable
- Knowledgeable
- Neither knowledgeable or unknowledgeable
- Not knowledgeable
- Not Very knowledgeable

4. Thinking about the same behavioural change partnership, please rate your level of involvement with it:

- Highly involved
- Involved
- Involved to a degree
- Not at all involved
- Neutral

5. Please rate the level of maturity of the behavioural change partnership you are thinking of:

- Mature
- Somewhat Mature
- Somewhat Immature
- Immature
- Neutral

For the questions appearing in the remaining sections, please respond by thinking about the same behavioural change partner throughout.

*6. Please indicate your level of agreement with each of the following statements:

The relationship that my organisation has with this partner-

	Strongly Agree	Agree	Disagree	Strongly Disagree	Neutral
...is something we are very committed to	○	○	○	○	○
...is very important to our organisation	○	○	○	○	○
...is of very little significance to us	○	○	○	○	○
...is something my organisation intends to maintain into the future (eg. Over the next 2 years possibly beyond)	○	○	○	○	○
...is something my organisation could "walk away from tomorrow"	○	○	○	○	○
...is something my organisation really cares about	○	○	○	○	○
...deserves our organisations maximum effort to maintain	○	○	○	○	○

*7. For each of the following statements, please indicate your level of agreement:

	Strongly Disagree	Disagree	Agree	Strongly Agree	Neutral
Our partner is very unpredictable. I never know how they are going to act from one day to the next.	○	○	○	○	○
I can never be sure what our partner is going to surprise us with next.	○	○	○	○	○
I am confident that our partner will be thoroughly dependable, especially when it comes to things that are important to my organisation.	○	○	○	○	○
In my opinion, the partner will be reliable in the future.	○	○	○	○	○
Though times may change and the future is uncertain, I know that our partner will always be willing to offer my organisation the support it may need.	○	○	○	○	○
Our partner would not let us down, even if they found themselves in an unforeseen situation (e.g., competition from other funders, changes in government policy).	○	○	○	○	○

*8. Thinking about your behavioural change partner, please indicate your level of agreement with each of the following statements...

	Strongly Agree	Agree	Disagree	Strongly Disagree	Neutral
We both contribute different resources to the relationship that help us achieve our mutual goals	○	○	○	○	○
We have complementary strengths that are useful to our relationship	○	○	○	○	○
We each have separate abilities that when combined together, enable us to achieve goals beyond our individual reach	○	○	○	○	○

*9. Please indicate your level of agreement with each of the following statements...

	Strongly Agree	Agree	Disagree	Strongly Disagree	Neutral
In general, their opinions and values are a lot like ours.	○	○	○	○	○
We like and respect their values.	○	○	○	○	○
We share a very similar set of values (e.g., in terms of their beliefs about how to deal with behavioural change problems...)	○	○	○	○	○

*10. Thinking about your behavioural change partner, please indicate your level of agreement with each of the following statements...

	Strongly Agree	Agree	Disagree	Strongly Disagree	Neutral
In coordinating our activities with this partner, formal communication channels are followed (i.e., channels are regularized and structured modes versus casual, informal and word-of-mouth modes).	○	○	○	○	○
The terms of our relationship have been written down in detail.	○	○	○	○	○
The partners expectations of us are communicated in detail.	○	○	○	○	○
The terms of our relationship have been explicitly verbalised and discussed.	○	○	○	○	○

*11. Please indicate your level of agreement with each of the following statements...

	Strongly Disagree	Disagree	Agree	Strongly Agree	Neutral
We share proprietary information with this partner.	○	○	○	○	○
We inform the partner in advance of changing needs.	○	○	○	○	○
In this relationship, it is expected that any information which might help the other party will be provided.	○	○	○	○	○
The parties are expected to keep each other informed about events or changes that may affect the other party.	○	○	○	○	○
It is expected that the parties will only provide information according to prespecified agreements.	○	○	○	○	○
We do not volunteer much information regarding our activities to our partner.	○	○	○	○	○
This partner keeps us fully informed about issues that affect our activities.	○	○	○	○	○

*12. Thinking about your behavioural change partner, please indicate your level of agreement with the following statements...

	Strongly Agree	Agree	Disagree	Strongly Disagree	Neutral
Our advice and counsel is sought by this partner.	○	○	○	○	○
We participate in goal setting with this partner.	○	○	○	○	○
We help the partner in its planning activities.	○	○	○	○	○
Suggestions by us are encouraged by this partner.	○	○	○	○	○

*13. Please indicate the frequency to which you and your partner DISAGREE regarding each of the following issues:

	Very Frequently	Frequently	Infrequently	Very Infrequently	Neutral
Ownership	○	○	○	○	○
Allocation of funding	○	○	○	○	○
Branding	○	○	○	○	○
Strategic direction	○	○	○	○	○
Goals of the partnership	○	○	○	○	○
Non - monetary resource allocation	○	○	○	○	○
Deciding on actions	○	○	○	○	○
Allocation of actions	○	○	○	○	○
How goals and direction can be achieved	○	○	○	○	○
Working in parallel as opposed to in partnership	○	○	○	○	○
Reason for the partnership	○	○	○	○	○
Power	○	○	○	○	○
Miscommunication	○	○	○	○	○

*14. Please indicate your level of agreement with each of the following statements:

The partner's representative...

	Strongly Disagree	Disagree	Agree	Strongly Agree	Neutral
... is good at solving disputes before they create problems in our working relationship.	○	○	○	○	○
... makes sure that problems do not arise in our working relationship.	○	○	○	○	○
... has the ability to openly discuss solutions when problems arise.	○	○	○	○	○

***15. Thinking about your partner, please indicate your level of agreement with the following statements...**

	Strongly Agree	Agree	Disagree	Strongly Disagree	Neutral
Our organisation and our partner are very committed to each other	○	○	○	○	○
If our organisation could find another partner in this country, we are likely to switch to a new partner	○	○	○	○	○
There is a high level of uncertainty in this partnership	○	○	○	○	○
We and our partner organisation are not sure how long our relationship will last	○	○	○	○	○

***16. Please indicate the level of cooperation to which you and your partner experienced regarding each of the following issues:**

	Very Cooperative	Cooperative	Uncooperative	Very Uncooperative	Neutral
Goal setting	○	○	○	○	○
Sharing of information	○	○	○	○	○
Knowledge Transfer	○	○	○	○	○
Shared learning	○	○	○	○	○
Altering activities for a common purpose	○	○	○	○	○
Consistent messaging	○	○	○	○	○
Integration of operations	○	○	○	○	○
Agreeing aims and objectives	○	○	○	○	○
Agreeing outcomes and outputs	○	○	○	○	○
Setting timeframe for strategy development	○	○	○	○	○
Meeting timeframe for strategy development	○	○	○	○	○
Assigning realistic measures	○	○	○	○	○
Adhering to processes	○	○	○	○	○
Communicating to all staff involved	○	○	○	○	○

17. Please specify your interpretation of a behavioural change partnerhip

18. Finally, please specify the characteristics of poor partnership working -

Classification Questions

19. Please select the current location of your organisation?

- ○ Northern Ireland
- ○ Republic of Ireland
- ○ England
- ○ Scotland
- ○ Wales

*20. Please specify your current job title

*21. Which of these (if any) terms best describes the type of organisation you currently work for?

- ○ Non – Government Organisation/ voluntary sector
- ○ Public Sector
- ○ Private Sector
- ○ Government agency

Other (please specify)

*22. Approximately how long has your organisation actively participated in social marketing/ behavioural change activities?

- ○ Less than 6 months
- ○ 6 months – one year
- ○ One – two years
- ○ Two – Three years
- ○ Three of more years

*23. What area in behaviourial change do you currently work in?

- ☐ Public Health
- ☐ Environment
- ☐ Tobacco
- ☐ Global Warming

Other (please specify)

24. Which category below includes your age?

- 18-20
- 21-29
- 30-39
- 40-49
- 50-59
- 60 or older

Summary Report

Within 2 months of the closing date for this survey a summary report containing the key findings from this research will be available to participants.

If you would like to recieve a copy of the key findings from this research please provide your email address in the space provided below.

The email address you supply will be stored separately from the survey results and will not be used to identify any participants.

*25. Would you like to recieve a summary report of the results of this survey?

- Yes
- No

26. If yes, please enter your email address in the space provided.

*27. Please re - confirm your email address