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

Downloaded 2020-01-25T17:46:39Z

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Instructions

Please answer all questions truthfully and honestly, all responses will be treated with the strictest confidence. Some of the questions may seem repetitive, and others even strange, but they all have a purpose.

It is very important that you try to carefully, but quickly, answer each question choosing the category that best describes your opinion. This survey should take approximately 20 minutes to complete.

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

If you have any questions please contact me directly at s.duane1@nuigalway.ie.

***1. Please tick the box beside the statements that are relevant to your organisations activities**

	Yes	No
My organisation use behavior-change as the benchmark used to design and evaluate interventions	<input type="radio"/>	<input type="radio"/>
Our projects consistently use audience research to understand target audiences at the outset of interventions (i.e., formative research)	<input type="radio"/>	<input type="radio"/>
My organisation routinely pre -test intervention elements before they are implemented	<input type="radio"/>	<input type="radio"/>
We monitor interventions as they are rolled out	<input type="radio"/>	<input type="radio"/>
There is careful segmentation of target audiences to ensure maximum efficiency and effectiveness in the use of scarce resources	<input type="radio"/>	<input type="radio"/>
My organisation believes that the central element of any influence strategy is creating attractive and motivational exchanges with target audiences.	<input type="radio"/>	<input type="radio"/>
The strategies we adopt attempt to use all four Ps of the traditional marketing mix; for example, it is not just advertising or communications. -That is, 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).	<input type="radio"/>	<input type="radio"/>
Careful attention is paid to the competition faced by the desired behaviour	<input type="radio"/>	<input type="radio"/>

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

- Yes
- No

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

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

For the questions appearing in the remaining sections, please respond to the questions by thinking about the partner that you interact with the most on a regular basis.

For the remainder of the questionnaire this partner will be referred to as "organisation" or "partner". Please refrain from reflecting on partners who's services are commissioned or paid for i.e. research and design agencies.

***4. The relationship that my organisation has with _____ -**

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

***5. Our partner is very unpredictable. I never know how they are going to act from one day to the next.**

- Strongly Agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

***6. I can never be sure what our partner is going to surprise us with next.**

- Strongly Agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly Disagree

***7. I am confident that our partner will be thoroughly dependable, especially when it comes to things that are important to my organisation.**

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

***8. In my opinion, the partner will be reliable in the future.**

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

***9. 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 (e.g., even if we had not funded them recently).**

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

***10. 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).**

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

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

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
We both contribute different resources to the relationship that help us achieve our mutual goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We have complementary strengths that are useful to our relationship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We each have separate abilities that when combined together, enable us to achieve goals beyond our individual reach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
In general, their opinions and values are a lot like ours.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We like and respect their values.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We share a very similar set of values (e.g., in terms of their beliefs about how to deal with behavioural change problems...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
In coordinating our activities with this partner, formal communication channels are followed (i.e., channels are regularized, structured modes versus casual, informal, word-of-mouth modes).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The terms of our relationship have been written down in detail.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The partners expectations of us are communicated indetail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The terms of our relationship have been explicitly verbalized and discussed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

	Strongly Agree	Agree	Neither Agree nor disagree	Disagree	Strongly Disagree
We share proprietary information with this partner.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We inform the partner in advance of changing needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In this relationship, it is expected that any information which might help the other party will be provided.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The parties are expected to keep each other informed about events or changes that may affect the other party.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is expected that the parties will only provide information according to prespecified agreements.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We do not volunteer much information regarding our activities to our partner.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This partner keeps us fully informed about issues that affect our activities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

	Strongly Agree	Agree	Neither Agree or disagree	Disagree	Strongly Disagree
Our advice and counsel is sought by this partner.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We participate in goal setting and forecasting with this partner.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We help the partner in its planning activities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suggestions by us are encouraged by this partner.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

	Very Frequently	Frequently	Neither frequent or infrequent	Infrequently	Very Infrequently
Loss of ownership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Allocation of funding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Branding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strategic direction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Goals of the partnership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Resource allocation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly disagree
The partner's representative is good at solving disputes before they create problems in our working relationship.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The partner's representative makes sure that problems do not arise in our working relationship.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The representatives of the partner have the ability to openly discuss solutions when problems arise.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

	Strongly Agree	Agree	Neither Agree or disagree	Disagree	Strongly Disagree
Our organisation and our partner are very committed to each other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If our organisation could find another partner in this country, we are likely to switch to a new partner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a high level of uncertainty in this partnership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We and our partner organisation are not sure how long our relationship will last	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

	Very Cooperative	Cooperative	Neither cooperative or uncooperative	Uncooperative	Very Uncooperative
Goal setting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sharing of information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledge Transfer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shared learning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Altering activities for a common purpose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consistent messaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Integration of operations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Classification Questions

***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
- 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 behavioural change do you currently work in?**

- Public Health
- Environment
- Tobacco
- Global Warming

Other (please specify)

***24. Are you male or female?**

- Male
- Female

***25. Which category below includes your age?**

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

***26. Would you like to receive a summary report of the results of this survey?**

Yes

No

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

***28. Please re - confirm your email address**