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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 2019-11-13T12:35:18Z

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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 NUI Galway (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 activities:**

	Never	Rarely	Sometimes	Often	Always
My organisation uses behavior change as a benchmark to design and evaluate interventions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our projects use audience research to understand target audiences at the outset of interventions (i.e. formative research).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My organisation pre - tests intervention elements before they are implemented.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We monitor interventions as they are rolled out.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My organisation carefully segments target audiences to ensure maximum efficiency and effectiveness in the use of scarce resources.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<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"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Careful attention is paid to the competition faced by the desired behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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; implying 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	<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"/>

***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.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can never be sure what our partner is going to surprise us with next.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident that our partner will be thoroughly dependable, especially when it comes to things that are important to my organisation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In my opinion, the partner will be reliable in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

***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	<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"/>

***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.	<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"/>

***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).	<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 in detail.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The terms of our relationship have been explicitly verbalised and discussed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

***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.	<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"/>

***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.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We participate in goal setting 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"/>

***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	<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"/>
Non - monetary resource allocation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deciding on actions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Allocation of actions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How goals and direction can be achieved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working in parallel as opposed to in partnership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reason for the partnership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Power	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Miscommunication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

***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.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... 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"/>
... has the ability to openly discuss solutions when problems arise.	<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	Disagree	Strongly Disagree	Neutral
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"/>

*** 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	<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"/>
Agreeing aims and objectives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Agreeing outcomes and outputs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Setting timeframe for strategy development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meeting timeframe for strategy development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assigning realistic measures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adhering to processes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communicating to all staff involved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Please specify your interpretation of a behavioural change partnership

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 behavioural 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 receive 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 receive 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**