

# A hierarchical model of social marketing

Journal of Social Marketing

5, 139-159

DOI: [10.1108/jsocm-06-2014-0042](https://doi.org/10.1108/jsocm-06-2014-0042)

Citation Report

#	ARTICLE	IF	CITATIONS
1	Why nudging is not enough. Journal of Social Marketing, 2011, 1, 154-162.	1.3	86
2	Marketing social marketing. Journal of Social Marketing, 2012, 2, 94-102.	1.3	60
4	Social marketing: the state of play and brokering the way forward. Journal of Marketing Management, 2016, 32, 1059-1082.	1.2	102
5	Insights into the complexity of behaviours: the MOAB framework. Journal of Social Marketing, 2016, 6, 412-427.	1.3	33
6	Social marketing's consumer myopia. Journal of Social Marketing, 2016, 6, 219-239.	1.3	110
7	Why do public policy-makers ignore marketing and consumer research? A case study of policy-making for alcohol advertising. Consumption Markets and Culture, 2017, 20, 12-34.	1.3	5
8	Social change design: disrupting the benchmark template. Journal of Social Marketing, 2017, 7, 119-134.	1.3	19
9	Exploring the wicked problem of athlete and consumer vulnerability in sport. Journal of Social Marketing, 2017, 7, 94-112.	1.3	10
10	The role of corporate social marketing. Journal of Social Marketing, 2017, 7, 268-279.	1.3	10
11	Travelling alone or travelling far?. Journal of Social Marketing, 2017, 7, 280-296.	1.3	19
12	Two converging paths: behavioural sciences and social marketing for better policies. Journal of Social Marketing, 2017, 7, 355-365.	1.3	24
13	The Importance of Segmentation in Social Marketing Strategy. , 2017, , 25-40.		15
14	Segmentation in Social Marketing. , 2017, , .		25
15	Social Marketing of Wellbeing. , 0, , 311-323.		3
16	Resiliência organizacional e marketing social: uma avaliação de fundamentos e afinidades. Cadernos EBAPE BR, 2017, 15, 482-495.	0.1	2
17	Social marketing through a music festival. Journal of Social Marketing, 2018, 8, 237-256.	1.3	12
18	Gaming attribute preferences in social marketing programmes. Journal of Social Marketing, 2018, 8, 280-296.	1.3	19
19	Consumer perspectives on mHealth for weight loss: a review of qualitative studies. Journal of Telemedicine and Telecare, 2018, 24, 290-302.	1.4	50

#	ARTICLE	IF	CITATIONS
20	Using the Social Return on Investment Framework to Evaluate Behavior Changes of Individuals Living With Learning Difficulties. <i>Social Marketing Quarterly</i> , 2018, 24, 281-298.	0.9	5
22	Personal values and willingness to pay for fair trade coffee in Cape Town, South Africa. <i>Journal of Cleaner Production</i> , 2019, 239, 118012.	4.6	19
23	Commentary: transformative service research and social marketing “converging pathways to social change. <i>Journal of Services Marketing</i> , 2019, 33, 633-642.	1.7	70
24	Corporate social responsibility in marketing: a review of the state-of-the-art literature. <i>Journal of Social Marketing</i> , 2019, 9, 418-446.	1.3	17
25	Declare or dispose: protecting New Zealand’s border with behaviour change. <i>Journal of Social Marketing</i> , 2019, 10, 85-104.	1.3	4
26	Social fairness and social marketing. <i>Journal of Social Marketing</i> , 2019, 9, 522-539.	1.3	11
27	Mental health message appeals and audience engagement: Evidence from Australia. <i>Health Promotion International</i> , 2019, 34, 28-37.	0.9	15
28	Finding common ground: mapping the nomological networks of sustainability constructs for improved social marketing. <i>Sustainability Science</i> , 2020, 15, 745-758.	2.5	0
29	Using digital devices to help people lose weight: a systematic review. <i>Journal of Social Marketing</i> , 2020, 10, 289-319.	1.3	9
30	The importance of customer trust for social marketing interventions: a case of energy-efficiency consumption. <i>Journal of Social Marketing</i> , 2020, 10, 265-286.	1.3	24
31	Social marketing interventions for the prevention and control of neglected tropical diseases: A systematic review. <i>PLoS Neglected Tropical Diseases</i> , 2020, 14, e0008360.	1.3	15
32	Comercialización social de la donación de Órganos en Colombia: un estudio exploratorio. <i>Health Marketing Quarterly</i> , 2020, 37, 232-244.	0.6	0
33	Normative Influence on Household Waste Separation: The Moderating Effect of Policy Implementation and Sociodemographic Variables. <i>Social Marketing Quarterly</i> , 2020, 26, 93-110.	0.9	17
34	Social Marketing Interventions in Iran: A Systematic Review; 2002–2017. <i>Social Marketing Quarterly</i> , 2020, 26, 47-61.	0.9	5
35	Outcome Evaluation of an Empirical Study: Food Waste Social Marketing Pilot. <i>Social Marketing Quarterly</i> , 2020, 26, 111-128.	0.9	23
36	Promoting Social Change “Assessing How Twitter Was Used to Reduce Drunk Driving Behaviours Over New Year’s Eve. <i>Journal of Promotion Management</i> , 2021, 27, 441-463.	2.4	2
37	Understanding (in)tolerance between Hosts and Refugees in Lebanon. <i>Journal of Refugee Studies</i> , 2021, 34, 397-421.	1.0	7
38	Declare or Dispose: Keeping Biosecurity Threats Out of New Zealand Using Behaviour Change. , 2021, , 211-237.		3

#	ARTICLE	IF	CITATIONS
39	Playing alone: can game design elements satisfy user needs in gamified mHealth services?. Health Promotion International, 2022, 37, .	0.9	3
40	A Platform for Empowerment: Social Media and the Social Diffusion of the #MeToo Movement. , 2021, , 199-208.		0
41	A Scoping Review of Behavior Change Interventions to Decrease Health Care Disparities for Patients With Disabilities in a Primary Care Setting: Can Social Marketing Play a Role?. Social Marketing Quarterly, 2021, 27, 48-63.	0.9	3
42	Exploring the Adventist Health-lifestyle: A Social Marketing Perspective. East African Journal of Education and Social Sciences, 2021, , .	0.0	0
43	Social marketing: advancing a new planning framework to guide programmes. RAUSP Management Journal, 2021, 56, 266-281.	0.8	10
44	The prevalence of emotional and rational tone in social advertising appeals. RAUSP Management Journal, 2021, 56, 282-294.	0.8	13
45	Usability and effectiveness of new media in agricultural learning and development: a case study on the southern states of India. Journal of Social Marketing, 2021, 11, 357-377.	1.3	3
46	CBE: A Framework to Guide the Application of Marketing to Behavior Change. Social Marketing Quarterly, 2021, 27, 175-194.	0.9	28
47	Investigating the relevance of the traditional marketing mix across different stages of change: empirical evidence from household recycling. Journal of Social Marketing, 2021, 11, 489-506.	1.3	6
48	Co-designing a community-wide approach to encouraging healthier food choices. Appetite, 2021, 162, 105167.	1.8	5
49	Bringing social marketing closer to the disability field. Journal of Social Marketing, 2021, 11, 321-341.	1.3	5
50	The social marketing paradox: challenges and opportunities for the discipline. International Review on Public and Nonprofit Marketing, 2022, 19, 367-389.	1.3	15
51	Shaping social marketing research: a retrospective of the journal of social marketing. Journal of Social Marketing, 2021, 11, 523-548.	1.3	6
52	Social marketing and higher education: partnering to achieve sustainable development goals. Journal of Social Marketing, 2022, 12, 76-104.	1.3	14
53	The gender responsiveness of social marketing interventions focused on neglected tropical diseases. Global Health Action, 2020, 13, 1711335.	0.7	7
54	The use of positive and negative appeals in social advertising: a content analysis of television ads for preventing HIV/AIDS. International Review on Public and Nonprofit Marketing, 2022, 19, 623-647.	1.3	7
55	A Critical Cultural Approach to Social Marketing?. , 2019, , 61-93.		0
56	Einflussfaktoren im Bangalore Modell. , 2019, , 43-160.		0

#	ARTICLE	IF	CITATIONS
57	Engaging a Critical and Cultural Emphasis to Create a Campaign That Promotes Education. , 2019, , 95-129.		0
59	Social Marketing, Development Education, and Corporate Social Responsibility: The Common Grounds Sustainability. , 2020, , 1-5.		0
61	Winds of Change: Engaging with Conflicting Perspectives in Renewable Energy. , 2021, , 3-28.		0
62	An analysis of social marketing practice: Factors associated with success. Health Marketing Quarterly, 2022, 39, 356-376.	0.6	5
65	Lauterborn's 4Cs. , 2022, , 1-8.		1
66	Examining 50 years of social marketing through a bibliometric and science mapping analysis. Journal of Social Marketing, 2022, ahead-of-print, 296.	1.3	4
67	Caught in the Act: Detecting Respondent Deceit and Disinterest in On-Line Surveys. A Case Study Using Facial Expression Analysis. Social Marketing Quarterly, 0, , 152450042210744.	0.9	1
72	Adoption of safe motherhood practices and the moderating role of facilitating conditions. Journal of Social Marketing, 2022, 12, 436-455.	1.3	2
73	50 years of social marketing: seeding solutions for the future. European Journal of Marketing, 2022, 56, 1434-1463.	1.7	13
75	Rising Against LGBT Taboos Through Communication and Social Marketing Strategies. Advances in Linguistics and Communication Studies, 2022, , 153-176.	0.2	0
77	Integrating gender into social marketing programmes. Journal of Marketing Management, 0, , 1-32.	1.2	5
78	In Search of a Value Proposition for COVID-19 Testing in the Work Environment: A Social Marketing Analysis. International Journal of Environmental Research and Public Health, 2022, 19, 12496.	1.2	0
79	Economía circular, mercadeo y responsabilidad social corporativa: prácticas de una empresa maderera que aportan al fortalecimiento de capacidades empresariales. Economía Y Negocios, 2022, 4, 169-191.	0.2	0
81	Verification of GPDS planning framework for social marketing: a Delphi method. International Review on Public and Nonprofit Marketing, 0, , .	1.3	1
82	Bridging social marketing and technology in the disability field: an empirical study on the role of cybernetic avatar and social inclusion. Journal of Social Marketing, 2023, 13, 218-240.	1.3	1
83	Reducing koala roadkill: a social marketing formative study. Wildlife Research, 2023, , .	0.7	0
84	Can social marketing be the key to social change in India?. Journal of Advances in Management Research, 2023, 20, 310-328.	1.6	0
85	Social Marketing Contributions to Mitigate Global Epidemics. Integrated Science, 2023, , 347-360.	0.1	0

#	ARTICLE	IF	CITATIONS
88	â€œTo Adopt or Not to Adopt, That is the Questionâ€: Are Social Marketing Strategies Effective to Stimulate Animal Adoption?. Springer Proceedings in Business and Economics, 2023, , 35-53.	0.3	0
90	Theoretical Background: Social Marketing & Sustainable Development Goals (SDGs) . , 2023, , 1-24.		1
95	Marketing Sustainable Events for Children. , 2023, , 39-51.		0
97	Extending Lauterbornâ€™s 4Cs for Social Marketing. , 2023, , 1-8.		0
101	Social Marketing, Development Education, and Corporate Social Responsibility: The Common Grounds Sustainability. , 2023, , 3039-3043.		0
103	Can Social Media Be a Transformative Tool for Building a Better Society?. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2024, , 207-234.	0.7	0