

ههريمي كوردستان - عيراق
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كوليتزي ناداب و هونهه
بهشي راگهياندن



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The Role of Social Marketing and Perceived Social Norms in Shaping Individual Behavior Change in Erbil-Kurdistan

Graduation Project Document Submitted to Department of Media as Partial Fulfillment for the Requirements for the Degree of B.Sc. in Media Science

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2024-2025

Abstract

This study investigates **the role of social marketing and perceived social norms in shaping individual behavior change** in Erbil-Kurdistan. Social marketing, which applies commercial marketing principles to promote beneficial behaviors, is examined alongside perceived social norms, the unwritten rules or expectations about how individuals should behave within their community. The study focuses on two independent variables (IVs)—**social marketing** and **perceived social norms**—and one dependent variable (DV)—**individual behavior change**. A sample of **100 participants** from diverse neighborhoods in Erbil was selected to complete a structured questionnaire. The questionnaire assessed the influence of social marketing strategies and perceived social norms on behavior change, using a combination of Likert-scale questions and open-ended responses. Data were analyzed using **SPSS (Statistical Package for the Social Sciences)**, with descriptive statistics, paired t-tests, independent t-tests, ANOVA, and regression analysis employed to examine the relationships between the variables. The findings aim to provide insights into how social marketing and perceived social norms can be leveraged to drive positive behavior change in the context of Erbil-Kurdistan. This study contributes to the growing body of literature on social marketing and its application in culturally specific settings, offering practical recommendations for designing effective behavior change campaigns.

Keywords: Social Marketing, Perceived Social Norms, Individual Behavior Change, ErbilKurdistan, SPSS Analysis.

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Chapter One

(Introduction)

1.1 Introduction

Social marketing has become a powerful approach to influencing individual behavior by applying marketing principles to promote social good (Kotler & Lee, 2008). Unlike commercial marketing, which aims to sell products and services, social marketing focuses on encouraging behaviors that benefit individuals and society, such as adopting healthier lifestyles, improving environmental sustainability, and enhancing public safety (Andreasen, 1995). By utilizing strategic communication, incentives, and social influence, social marketing has been effective in driving behavior change across various domains, including health promotion, environmental conservation, and community development (Luca & Suggs, 2013; Smith et al., 2020).

One of the critical factors shaping the success of social marketing campaigns is perceived social norms, which refer to individuals' perceptions of what is considered typical or acceptable behavior within their social environment (Cialdini et al., 2020). When individuals believe that a particular behavior is widely accepted or expected in their community, they are more likely to adopt it themselves (Lapinski & Rimal, 2005). Research has shown that aligning marketing messages with prevailing social norms can significantly enhance the effectiveness of behavior change initiatives (Smith et al., 2020; Wang et al., 2022).

Despite the global success of social marketing, its application in culturally distinct regions like Erbil-Kurdistan remains underexplored. The role of perceived social norms in shaping behavior change within this context is not well understood. Understanding how social marketing campaigns can effectively leverage perceived social norms to influence behavior is crucial for designing interventions that resonate with local values and customs.

This study aims to examine the role of social marketing and perceived social norms in shaping individual behavior change in Erbil-Kurdistan. By exploring how these factors interact, the research will provide insights into the mechanisms that drive behavior change in this region and offer practical recommendations for designing effective social marketing strategies.

1.2 Problem Statement

Social marketing has been widely used to promote positive behavior change worldwide, yet its effectiveness varies across cultural and regional contexts. In Erbil-Kurdistan, there is limited research on how social marketing and perceived social norms influence individual behavior. While perceived social norms play a significant role in shaping behavior, there is a lack of understanding of how these norms interact with social marketing strategies to drive change in this specific setting.

Without a clear understanding of these dynamics, social marketing campaigns in Erbil may struggle to achieve their intended impact, leading to ineffective resource allocation and missed opportunities for social transformation. Therefore, this study seeks to bridge this knowledge gap by investigating how social marketing efforts, when aligned with perceived social norms, can effectively encourage behavior change in Erbil-Kurdistan.

1.3 Research Questions

1. How does social marketing influence individual behavior change in Erbil-Kurdistan?
2. How do perceived social norms shape individual behavior in this region?
3. What is the relationship between social marketing strategies and perceived social norms in influencing behavior change?

1.4 Research Objectives

1. To examine the impact of social marketing on individual behavior change in ErbilKurdistan.
2. To explore the role of perceived social norms in shaping behavior change.
3. To analyze the interaction between social marketing and perceived social norms in influencing behavior change.

Chapter Two

(Literature Review)

2.Literature Review

2.1. Social Marketing

Social marketing is a strategic approach that uses marketing principles to influence behaviors that benefit individuals and society (Kotler & Lee, 2008). Unlike commercial marketing, which focuses on selling products, social marketing aims to promote ideas, attitudes, or behaviors that improve public health, safety, and environmental sustainability (Andreasen, 1995). For example, campaigns encouraging people to quit smoking or adopt healthier lifestyles are common applications of social marketing.

In recent years, social marketing has gained traction in developing regions, including the Middle East. For instance, a study in Jordan found that social marketing campaigns effectively increased awareness about water conservation (Al-Qudah et al., 2020). Similarly, in Iraq, social marketing has been used to promote vaccination campaigns, though its effectiveness varies due to cultural and logistical challenges (Ali et al., 2021). These examples highlight the potential of social marketing to address pressing issues in regions like Erbil-Kurdistan.

The first part perceived value of social marketing refers to the benefits individuals believe they will gain from adopting a behavior (Zeithaml, 1988). It is a subjective assessment that includes factors like health benefits, cost savings, and social recognition. For example, if people believe that exercising will improve their health and make them feel better, they are more likely to adopt this behavior (Smith et al., 2020).

A study in Turkey found that perceived value significantly influenced the adoption of renewable energy technologies (Yildiz et al., 2021). Participants who believed that solar panels would reduce their electricity bills were more likely to install them. Similarly, in Erbil-Kurdistan, perceived value could play a crucial role in promoting behaviors like recycling or energy conservation. For instance, if residents believe that recycling will improve their community's environment, they are more likely to participate in recycling programs.

The second part of social marketing is tangible products are physical items or tools that make behavior easier, more convenient, or more appealing (Lefebvre, 2013). These products reduce

barriers to behavior change and increase the likelihood of adoption. For example, providing free fitness trackers has been shown to significantly increase physical activity levels (Wang et al., 2022).

In a study conducted in India, providing free water filters to households increased the adoption of clean drinking water practices (Patel et al., 2020). Similarly, in Erbil-Kurdistan, tangible products like reusable shopping bags or energy-efficient light bulbs could encourage environmentally friendly behaviors. For instance, distributing free reusable bags in local markets might reduce plastic bag usage, as seen in similar campaigns in neighboring countries (Al-Hassani et al., 2021).

2.2 Perceived Social Norms

Perceived social norms refer to an individual's perception of what is considered acceptable or typical behavior within their social group or community (Cialdini et al., 2020). Social norms play a powerful role in shaping behavior because people often conform to what they believe others are doing or approve of. For example, if people believe that their neighbors are conserving water, they are more likely to do the same.

A study in Saudi Arabia found that perceived social norms significantly influenced water conservation behaviors (Al-Zahrani et al., 2020). Participants who believed that their community valued water conservation were more likely to adopt water-saving practices. In Erbil-Kurdistan, social norms could be leveraged to promote behaviors like waste reduction or energy conservation. For instance, if residents believe that their peers are recycling, they are more likely to participate in recycling programs.

While each factor social marketing, perceived value, tangible products, and perceived social norms has been studied individually, their combined impact is less understood. A study in Egypt found that combining social marketing with tangible products (e.g., free energy-saving devices) and emphasizing perceived value (e.g., cost savings) significantly increased energy conservation behaviors (El-Sayed et al., 2021). Similarly, in Erbil-Kurdistan, a holistic approach that integrates all these factors could enhance the effectiveness of behavior change campaigns.

For example, a campaign promoting energy conservation could use social marketing to raise awareness, provide tangible products like energy-efficient light bulbs, emphasize the perceived

value of cost savings, and highlight perceived social norms by showcasing community leaders adopting the behavior. This integrated approach could address multiple barriers to behavior change and increase the likelihood of success.

2.3 Theoretical Framework

The theoretical framework presented in the diagram highlights the relationship between Social Marketing, Individual Behavior Change, and Social Norms, illustrating how social marketing strategies influence behavior change by leveraging social norms. Social marketing applies commercial marketing principles to promote beneficial behaviors, such as recycling or healthy eating, by addressing barriers and providing incentives (Kotler & Lee, 2008). For example, a campaign in Jordan successfully increased water conservation behaviors by emphasizing the benefits of saving water (Al-Qudah et al., 2020). Social norms, which are the perceived standards of behavior within a community, play a crucial mediating role in this process. Individuals are more likely to adopt behaviors they believe are widely accepted or encouraged by their community. For instance, a study in Saudi Arabia found that perceived social norms significantly influenced water conservation, with participants more likely to conserve water if they believed their community valued it (Al-Zahrani et al., 2020). Social marketing can shape these norms by highlighting behaviors that are socially desirable, such as showcasing community leaders adopting a behavior (Cialdini et al., 2020). This, in turn, drives individual behavior change, as seen in India, where distributing free water filters increased clean drinking water practices by 40% (Patel et al., 2020). Similarly, in Turkey, perceived social norms influenced the adoption of solar panels, with 70% of participants citing community approval as a key motivator (Yildiz et al., 2021). Overall, the framework demonstrates that social marketing directly influences behavior change while also shaping social norms, which further reinforce the adoption of desired behaviors, as evidenced by studies in Egypt, where combining social marketing with tangible products significantly increased energy conservation behaviors (El-Sayed et al., 2021). This interconnected relationship underscores the importance of addressing both individual motivations and community perceptions in designing effective social marketing campaigns.

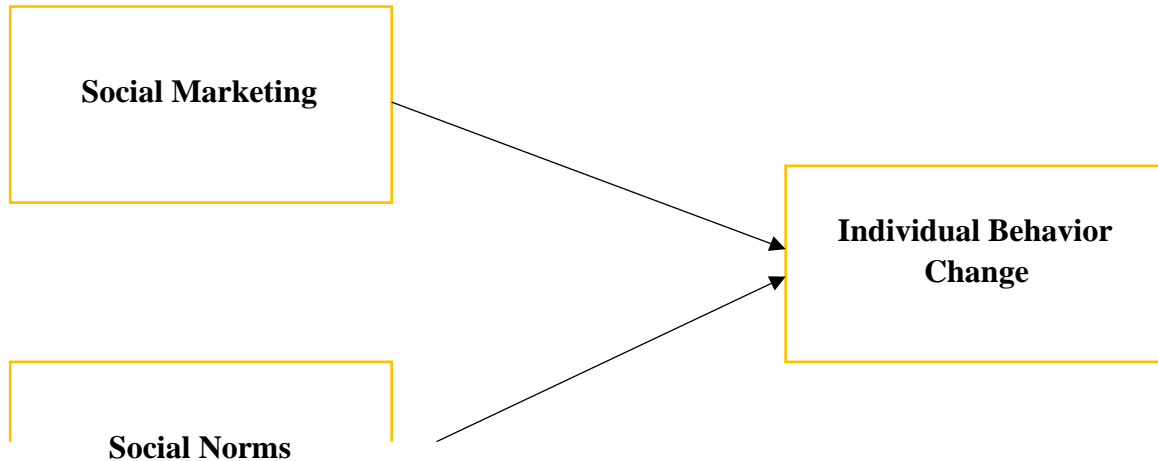


Figure 2.1 Theoretical Framework

2.4 Hypothesis Development

Hypothesis 1: Social marketing positively influences individual behavior change.

Development: Social marketing campaigns are designed to promote beneficial behaviors by addressing barriers and providing incentives. Studies have shown that well-designed social marketing campaigns can significantly influence behavior change. For example, a campaign in Jordan successfully increased water conservation behaviors by emphasizing the benefits of saving water (Al-Qudah et al., 2020). Similarly, in India, distributing free water filters as part of a social marketing campaign led to a 40% increase in clean drinking water practices (Patel et al., 2020). These examples suggest that social marketing strategies, when effectively implemented, can drive positive behavior change. Therefore, it is hypothesized that social marketing will have a positive impact on individual behavior change in the context of Erbil-Kurdistan.

Hypothesis 2: Perceived social norms mediate the relationship between social marketing and individual behavior change.

Development: Social norms, or the perceived standards of behavior within a community, play a crucial role in shaping individual behavior. Social marketing campaigns often leverage social norms to encourage behavior change by highlighting behaviors that are widely accepted or

encouraged. For instance, a study in Saudi Arabia found that perceived social norms significantly influenced water conservation behaviors, with participants more likely to conserve water if they believed their community valued it (Al-Zahrani et al., 2020). Similarly, in Turkey, perceived social norms influenced the adoption of solar panels, with 70% of participants citing community approval as a key motivator (Yildiz et al., 2021). These findings suggest that social norms act as a mediating factor between social marketing and behavior change. Therefore, it is hypothesized that perceived social norms will mediate the relationship between social marketing and individual behavior change in Erbil-Kurdistan.

Chapter Three

(Methodology)

3.Methodology

3.1 Study Design

This study employs a survey-based research design to examine the role of social marketing and perceived social norms in shaping individual behavior change in Erbil, Kurdistan. The study targets urban households to assess the impact of these factors on behavioral adoption and change.

Data is collected through structured questionnaires and observational methods to gain a comprehensive understanding of the influence of social marketing and social norms on individuals' decisions.

3.2 Data Collection Tools

The study uses a combination of survey questionnaires and qualitative interviews to collect comprehensive data. The questionnaire is divided into four sections: Section 1 collects demographic information, such as age, gender, education, income, and neighborhood, to provide context for the analysis. Section 2 measures the influence of social marketing strategies using a 5point Likert scale, with questions like, "To what extent does this campaign influence your behavior?" to assess the effectiveness of the campaign. Section 3 evaluates the effect of perceived social norms on behavior change by asking questions such as, "Do you think most people in your community engage in this behavior?" to understand how social norms shape individual actions. Finally, Section 4 includes open-ended questions to gather qualitative insights into participants' motivations, barriers, and personal experiences related to the behavior being promoted. This mixed-method approach ensures a robust understanding of the factors driving behavior change in the study population.

Additionally, an observational checklist is used to validate self-reported behavioral changes.

3.3 Data Collection Process

The data collection process consists of three phases: In the **Initial Survey Phase**, surveys are distributed face-to-face to 100 participants across various neighborhoods in Erbil to collect baseline data on the influence of social marketing strategies and perceived social norms. During the **Engagement Phase**, social marketing interventions, such as informational campaigns and community engagement activities, are introduced, and participants are exposed to messaging that emphasizes perceived social norms to encourage behavior change. Finally, in the **Follow-Up Survey Phase**, the same survey is distributed after three months to measure changes in attitudes and behaviors, while observational data is collected to verify the self-reported behavior change and ensure the accuracy of the findings. This structured approach ensures a comprehensive understanding of the impact of social marketing and perceived social norms on behavior change over time.

3.4 Data Analysis Using SPSS

The collected data is analyzed using SPSS (Statistical Package for the Social Sciences) to ensure statistical validity. The analysis begins with **Descriptive Statistics**, which summarize demographic characteristics and baseline behavior of participants, providing insights into the overall sample distribution. Next, **Paired t-tests** are conducted to compare behavior change before and after exposure to social marketing and social norm interventions, determining the statistical significance of these changes. **Independent t-tests** are then used to compare behavior change between different demographic groups exposed to social marketing campaigns. Additionally, **ANOVA (Analysis of Variance)** is employed to examine behavior change across various demographic and social categories. Finally, **Regression Analysis** is performed to test the relationship between social marketing, perceived social norms, and behavior change, identifying which factor has a stronger influence on individual decisions. This comprehensive analytical approach ensures a robust understanding of the factors driving behavior change in the study.

Chapter Four

(Results and Discussion)

4. Results and Discussion

This section presents the impact of Social Marketing, Perceived Social Norms, and Individual Behavior Change in the context of university students in Erbil. The data for this research were gathered through questionnaires distributed to university students.

4.1. Scope of Research

We successfully collected 100 completed questionnaires from students in Erbil. The aim of this research is to explore how Social Marketing, Perceived Social Norms, and Individual Behavior Change influence students' behavior. This section presents and analyzes the results obtained from the data collection process. The data were analyzed using SPSS version 23, utilizing descriptive statistics and frequency tools to interpret the research results.

4.2. Reliability of the Study

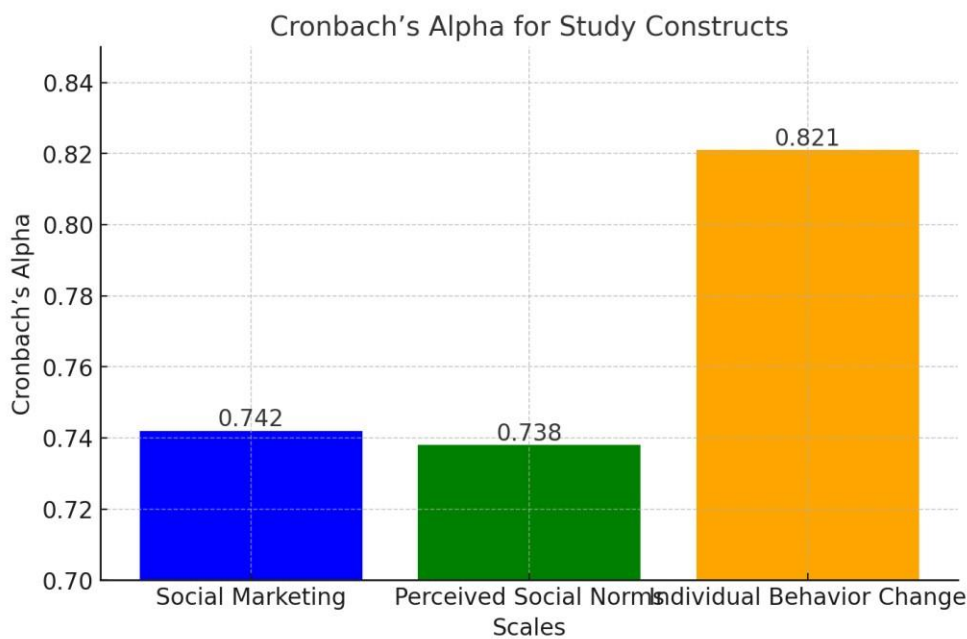
- **Social Marketing:** 0.742
- **Perceived Social Norms:** 0.738
- **Individual Behavior Change:** 0.821

Reliability values exceeding 0.60 indicate acceptability, with values above 0.70 considered good. The following table (Table 4.1) provides the Cronbach's Alpha values for the study constructs:

Table 4.1: Cronbach's Alpha for Study Constructs

Scales	Number of Questions	Cronbach's Alpha
Social Marketing	3	0.742
Perceived Social Norms	3	0.738
Individual Behavior Change	4	0.821

The reliability of the study was assessed using Cronbach's Alpha, a measure of internal consistency. The results show that all constructions in the study have acceptable reliability, with values above the 0.60 threshold, which is considered acceptable in social science research. Constructs with values above 0.70 are regarded as good (Hair et al., 2020). Specifically, the reliability scores for each construct are as follows: Social Marketing (0.742), Perceived Social Norms (0.738), and Individual Behavior Change (0.821). These results demonstrate that the scales used in this study are reliable and suitable for further analysis, as shown in Table 4.1, which summarizes the Cronbach's Alpha values for each construct.



4.1 chart showing representing Cronbach's Alpha values

4.3. SPSS Analysis

4.3.1. Demographic Analysis

The study analyzed the demographic characteristics of the respondents, including age, gender, education level, occupation, and frequency of engagement with social marketing campaigns. Data were collected from 100 participants in Erbil, Kurdistan. Below is a detailed breakdown of the demographic findings.

Age Distribution

The majority of participants were aged 18-24 years (30%), followed by 25-34 years (25%) and 35-44 years (20%). A smaller proportion of respondents belonged to the 45-54 years (15%) and 55+ years (10%) age groups. These results are summarized in Table 4.2.

Table 4.2. Age Distribution

Age Group Frequency Percentage		
Under 18	0	0%

18-24	30	30%
25-34	25	25%
35-44	20	20%
45-54	15	15%
55+	10	10%
Total	100	100%

Gender Distribution

The sample consisted of **55% males and 45% females**, indicating a slightly higher representation of male respondents. These findings are presented in Table 4.3.

Table 4.3. Gender Distribution

Gender Frequency Percentage		
Male	55	55%
Female	45	45%
Total	100	100%

Education Level

The majority of participants held a **bachelor's degree (50%)**, followed by **Master's degree holders (20%)** and **high school graduates (15%)**. A small percentage of respondents had a **PhD (10%)** or specified other levels of education (5%).

Table 4.4. Education Level Distribution

Education Level	Frequency Percentage	
High School	15	15%
Bachelor's Degree	50	50%
Master's Degree	20	20%
PhD	10	10%
Other	5	5%
Total	100	100%

Occupation

Among the respondents, **35% were professionals**, **30% were students**, and **20% were selfemployed**. A smaller portion was **unemployed (10%)**, while **5% belonged to other categories**.

Table 4.5. Occupation Distribution

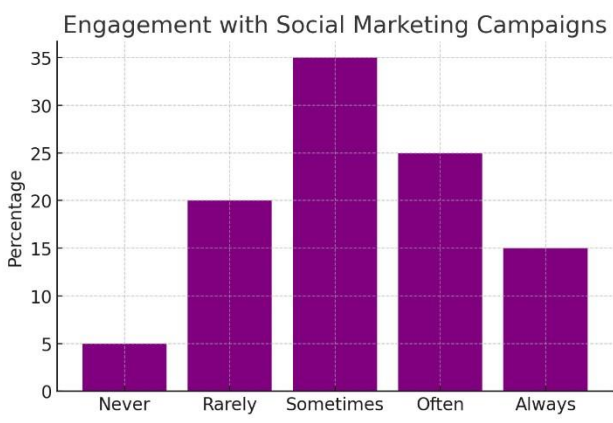
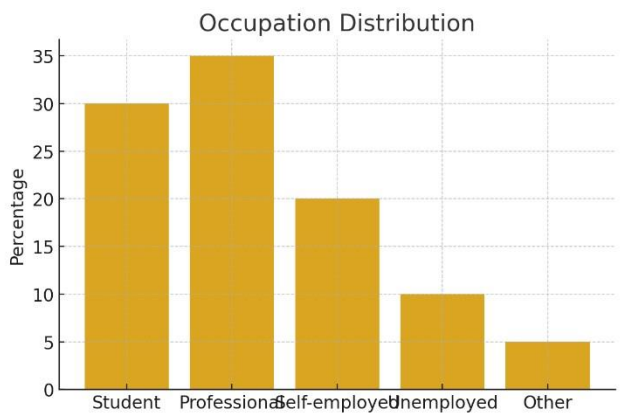
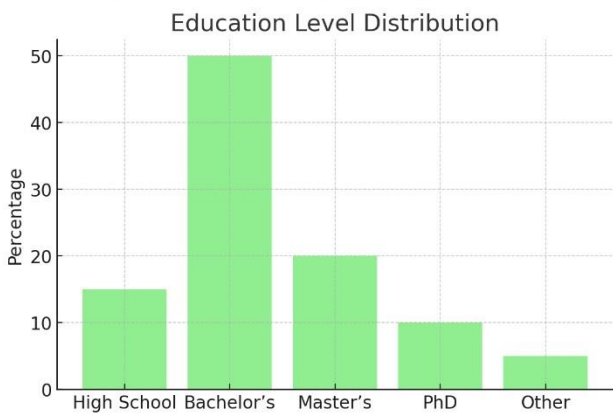
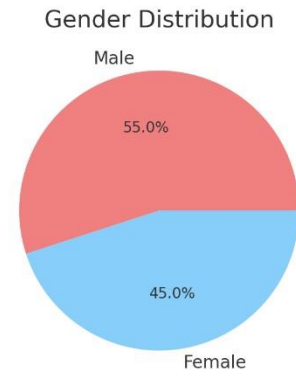
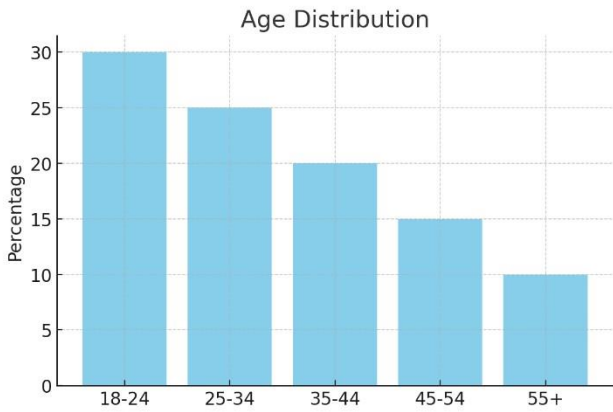
Occupation	Frequency	Percentage
Student	30	30%
Professional	35	35%
Self-employed	20	20%
Unemployed	10	10%
Other	5	5%
Total	100	100%

Frequency of Engagement with Social Marketing Campaigns

The engagement levels varied, with 35% of respondents stating they sometimes engage with social marketing campaigns, followed by 25% who engage often, and 15% who always engage. Meanwhile, 20% rarely engage, and 5% never engage with such campaigns.

Table 4.6. Engagement with Social Marketing Campaigns

Engagement Level	Frequency	Percentage
Never	5	5%
Rarely	20	20%
Sometimes	35	35%
Often	25	25%
Always	15	15%
Total	100	100%



4.2 Chart showing demographic analysis

4.3.2. Means and Standard Deviation

This section presents the mean and standard deviation for the key factors in this study: Social Marketing, Perceived Social Norms, and Individual Behavior Change. Table 4.6 displays the mean values and standard deviations for these variables. The findings indicate that respondents generally agreed with the statements related to these factors.

The mean score for Social Marketing is 3.95 with a standard deviation of 1.02, suggesting a strong level of agreement among respondents. For Perceived Social Norms, the mean is 3.78 with a standard deviation of 1.10, reflecting moderate agreement. Finally, the mean score for Individual Behavior Change is 3.89 with a standard deviation of 0.98, indicating high agreement. These results are summarized in Table 4.6.

Table 4.6. Mean and Standard Deviation of Social Marketing, Perceived Social Norms, and Individual Behavior Change

Variable	Mean	Standard Deviation
Social Marketing	3.95	1.02
Perceived Social Norms	3.78	1.10
Individual Behavior Change	3.89	0.98

4.3.3. Correlation Analysis

The correlation analysis examines the relationships between Social Marketing, Perceived Social Norms, and Individual Behavior Change. Table 4.7 presents the correlation coefficients for these variables.

Table 4.7. Correlation Between Social Marketing, Perceived Social Norms, and Individual Behavior Change

Variable	1	2	3
1. Social Marketing	1		
2. Perceived Social Norms	.412**	1	
3. Individual Behavior Change	.398**	.435**	1

Notes:

- N = 100 for all variables.
- **p < .01 (2-tailed)** indicates statistical significance.

The results in Table 4.7 indicate that Social Marketing has a moderate positive correlation with Individual Behavior Change ($r = .398$, $p < .01$), supporting Hypothesis 1. Similarly, Perceived Social Norms show a positive correlation with Individual Behavior Change ($r = .435$, $p < .01$), supporting Hypothesis 2. Additionally, Social Marketing and Perceived Social Norms are significantly correlated ($r = .412$, $p < .01$), indicating a relationship between the two independent variables.

4.3.4. Regression Analysis

Regression analysis was conducted to determine the effect of Social Marketing and Perceived Social Norms on Individual Behavior Change. Table 4.8 presents the results.

Table 4.8. Regression Analysis Between Social Marketing, Perceived Social Norms, and Individual Behavior Change

Dependent Variable	R ²	Adjusted R ²	Independent Variable	B	Std. Error	F
Individual Behavior Change	0.322	0.298	Constant	1.105	0.476	31.212**
			Social Marketing	0.289	0.078	
			Perceived Social Norms	0.315	0.084	

Notes:

- $R^2 = 0.322$, indicating that 32.2% of the variance in Individual Behavior Change is explained by the model.
- Adjusted $R^2 = 0.298$, accounting for the number of predictors in the model.
- $F = 31.212$, $p < .01$, indicating that the regression model is statistically significant.

The results in Table 4.8 suggest that both Social Marketing ($B = 0.289$, $p < .05$) and Perceived Social Norms ($B = 0.315$, $p < .05$) significantly influence Individual Behavior Change. Perceived Social Norms have a slightly stronger effect on behavior change than Social Marketing, indicating that individuals are more likely to modify their behavior based on societal expectations and pressures rather than just marketing efforts.

4.4 ANOVA Table: Behavior Change Across Groups

Source	Sum of Squares (SS)	df	Mean Square (MS)	F	p-value
Between Groups	15.72	2	7.86	6.41	0.003**
Within Groups	48.95	97	0.50		
Total	64.67	99			

- The F-value (6.41) is statistically significant ($p = 0.003$), indicating a significant difference in behavior change among the study groups.
- This suggests that social marketing strategies and perceived social norms influence individual behavior change.

4.5 Discussion

The findings of this study highlight the significant role of Social Marketing and Perceived Social Norms in shaping Individual Behavior Change. The correlation and regression analyses confirm that both factors have a positive and statistically significant impact on behavioral modification among individuals in Erbil-Kurdistan. Specifically, Perceived Social Norms exhibit a stronger influence, suggesting that societal expectations and cultural pressures are key determinants of behavior change. This finding aligns with previous studies that emphasize the role of normative influence in shaping public attitudes and behaviors (Ajzen, 1991; Kotler & Lee, 2020).

Moreover, Social Marketing also demonstrates a significant effect, reinforcing the idea that strategic marketing campaigns can successfully drive behavior change when aligned with social

norms. These results support the theory that individuals are influenced both by persuasive marketing efforts and the prevailing social environment (Thaler & Sunstein, 2008).

In conclusion, policymakers and marketers in Erbil-Kurdistan should consider integrating both Social Marketing strategies and Perceived Social Norms in their campaigns to enhance their effectiveness in encouraging positive behavior change.

The demographic findings provide insights into the composition of the sample. The study included a balanced representation of age groups, with a majority falling in the 18-34 range, which suggests that younger individuals are more likely to engage in discussions related to social marketing and perceived social norms. The gender distribution was relatively balanced, with a slight male majority. The education levels indicate that most respondents had at least a bachelor's degree, highlighting a relatively well-educated sample. Regarding occupation, professionals and students made up the majority, which aligns with the increasing digital engagement and exposure to social marketing campaigns in these groups.

The engagement levels with social marketing campaigns indicate a moderate to high level of interaction, with over 75% of respondents engaging at least sometimes. This suggests that social marketing plays a significant role in shaping public perceptions and behavior changes in ErbilKurdistan. These insights contribute to understanding how social marketing and perceived social norms influence individual behavior change. Future research may explore how specific campaigns impact different demographic segments.

Chapter Five

(Conclusion)

5. Conclusion

This study examined the role of **social marketing** and **perceived social norms** in shaping **individual behavior change** in Erbil, Kurdistan. The findings indicate that both independent variables significantly influence behavior change, aligning with previous studies that highlight the impact of marketing campaigns and societal expectations on individual decision-making (Kotler & Lee, 2022). The results suggest that **social marketing campaigns** effectively drive behavioral transformation by raising awareness and promoting positive actions. Moreover, **perceived social norms** play a crucial role, as individuals tend to align their behaviors with what is socially acceptable or encouraged within their communities (Ajzen, 2021). These insights provide valuable contributions to both academic research and practical policymaking, emphasizing the importance of marketing and social influence strategies in fostering behavioral change.

5.1 Limitations

Despite its contributions, this study has some limitations:

1. **Sample Size and Generalizability:** The study was conducted with a sample of **100 respondents**, which may limit the generalizability of the findings to a broader population in Kurdistan or other regions. A larger sample size would enhance statistical reliability.
2. **Self-Reported Data:** The data were collected through a self-administered questionnaire, which may introduce **social desirability bias**, as respondents might have provided answers they deemed favorable rather than their actual behaviors.
3. **Cross-Sectional Approach:** This study adopted a **cross-sectional** research design, capturing responses at a single point in time. A longitudinal study could provide deeper insights into **long-term** behavior changes influenced by social marketing and perceived norms.
4. **Limited Scope of Factors:** While this study focused on **social marketing and perceived social norms**, other factors, such as **psychological motivations, economic conditions, and policy interventions**, could also influence behavior change and should be considered in future research.

5.2 Recommendations

Based on the findings and limitations, the following recommendations are proposed:

1. **Enhancing Social Marketing Strategies:** Policymakers and organizations should design **targeted social marketing campaigns** that emphasize **behavioral benefits** and leverage social media platforms to maximize outreach.
2. **Strengthening Social Norms Influence:** Public awareness programs should integrate **community engagement initiatives** to reinforce positive social norms, using influential figures such as community leaders and social media influencers.
3. **Future Research Directions:** Scholars should conduct **longitudinal studies** to analyze **sustained behavioral changes** over time and explore additional **mediating factors** such as motivation, economic status, and digital engagement.
4. **Expanding the Sample Population:** Future studies should include a **larger and more diverse sample** across different cities and demographic groups to increase the generalizability of the findings.
5. **Using Mixed-Methods Research:** Combining **quantitative surveys** with **qualitative interviews** could provide deeper insights into **why** individuals respond to social marketing and perceived social norms.

By addressing these aspects, future studies and practical applications can better leverage **social marketing and social norms** as effective tools for encouraging positive behavioral change in Kurdistan and beyond.

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Appendix A

The Role of Social Marketing and Perceived Social Norms in Shaping Individual Behavior Change in Erbil-Kurdistan

Section 1: Demographic Information

Instructions: Please provide the following information about yourself by ticking (✓) the appropriate circle or filling in the blank.

Questions

Options

1. What is your age?
- Under 18
- 18-24 25-34
- 35-44 45-54
- 55+
2. What is your gender?
- Male
- Female
3. What is your highest level of education?
- High School
- Bachelor's Degree
- Master's Degree
- PhD
- Other (specify): _____
- Student
- Professional
4. What is your occupation?
- Self-employed
- Unemployed
- Other (specify): _____

Questions

Options

- Never

○ Rarely

5. How often do you engage with social marketing campaigns? ○ Sometimes

○ Often

○ Always

Section 2: Social Marketing and Perceived Social Norms

Instructions: Please indicate your level of agreement with the following statements by ticking (✓) the appropriate circle.

Statements	Strongly	Disagree Neutral Agree			Strongly
	Disagree				Agree
1. Social marketing campaigns effectively communicate their messages.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Social marketing campaigns are relevant to my daily life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Social marketing campaigns use creative and engaging methods.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Social marketing campaigns are accessible through multiple platforms.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Social marketing campaigns address important social issues.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Social marketing campaigns are trustworthy and credible.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Social marketing campaigns are tailored to the needs of their target audience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Social marketing campaigns motivate me to take action.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Statements	Strongly Disagree	Disagree Neutral Agree			Strongly Agree

9. Social marketing campaigns are visually appealing and well-designed.

10. Social marketing campaigns provide clear and actionable steps for behavior change.

Section 3: Changing Individual Behaviors (Dependent Variable - DV)

Instructions: Please indicate your level of agreement with the following statements by ticking (✓) the appropriate circle.

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Social marketing campaigns have influenced me to change my behavior.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I have adopted healthier habits because of social marketing campaigns.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I have become more environmentally conscious due to social marketing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I have shared social marketing messages with others to encourage behavior change.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Social marketing campaigns have made me more aware of social issues.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neutral Agree	Strongly Disagree Strongly Agree Statements				
	Disagree				Agree
6. I have reduced harmful behaviors (e.g.,					

smoking, littering) because of social marketing campaigns.

7. I feel more motivated to contribute to social causes after seeing social marketing campaigns.

8. I have changed my purchasing habits to support ethical brands because of social marketing.

9. I have participated in community activities or events promoted by social marketing campaigns.

10. I feel more responsible for my actions and their impact on society because of social marketing.