



BETWEEN SOCIAL WELFARE AND PUBLIC POWER: AN ANALYSIS OF SOCIAL MARKETING STRATEGIES FOR BLOOD DONATION

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ABSTRACT

Objective: this study has the objective of analyzing how government actions for blood donation are perceived by donors, not donors and potential donors.

Method: a descriptive research was developed with two approaches: quantitative and qualitative. The quantitative stage comprised a sample composed by 641 individuals, whose data were analyzed through Exploratory Factor Analysis. The qualitative step was performed with 31 subjects and the interviews were analyzed using the Content Analysis technique.

Originality/ Relevance: as a topic of study, it is a recurring issue in the Brazilian public health sphere and increasingly analyzed in the light of social marketing.

Results: As the most important result it was verified that the campaigns are not carried out as a way of modifying the behavior of individuals, and, rather than that, as an emergency action to meet an eminent need of blood banks. Theoretical/ methodological contributions: the quantitative approach allowed the identification of an underlying structure of a data matrix, determined the number of constructs and their respective natures. The qualitative approach aimed at the categorization and the search for its meanings.

Social/ management contributions: there has been precariousness in the strategies related to blood donation that the government puts into practice, since these go against the educational proposal present in social marketing theory.

Keywords: Blood Donation. Strategy. Public policy. Social Marketing. Government.

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**ENTRE O BEM ESTAR SOCIAL E O PODER PÚBLICO: UMA ANÁLISE DAS ESTRATÉGIAS DE
MARKETING SOCIAL EM PROL DA DOAÇÃO SANGUÍNEA****RESUMO**

Objetivo: o presente estudo tem por objetivo analisar como as ações governamentais em prol da doação de sangue são percebidas por doadores, não doadores e potenciais doadores.

Método: Foi desenvolvida uma pesquisa descritiva com duas abordagens: quantitativa e qualitativa. A etapa quantitativa compreendeu uma amostra composta por 641 indivíduos, cujos dados foram analisados por meio da Análise Fatorial Exploratória. A etapa qualitativa foi realizada com 31 indivíduos e as entrevistas foram analisadas pela técnica de Análise de Conteúdo.

Originalidade/ Relevância: enquanto temática de estudo, é uma questão recorrente no âmbito da saúde pública brasileira e cada vez mais analisada à luz do marketing social.

Resultados: como principais resultados identificou-se que as campanhas não são realizadas como forma de modificar o comportamento do sujeito, e, sim, como uma ação emergencial para suprir uma necessidade eminente dos bancos de sangue.

Contribuições teóricas/ metodológicas: a etapa quantitativa permitiu a identificação de uma estrutura subjacente de uma matriz de dados, determinou o número de construtos e suas respectivas naturezas. Já a etapa qualitativa objetivou a categorização e a busca pelos seus significados.

Contribuições sociais/ para a gestão: verificou-se uma precariedade das estratégias relacionadas à doação de sangue que empreendidas pelo governo, uma vez que estas vão de encontro à proposta educativa presente na teoria de marketing social.

Palavras-chave: Doação de Sangue. Estratégia. Políticas Públicas. Marketing Social. Governo.

INTRODUCTION

In Brazil, at the end of the 1980s, there has been a milestone in the blood donation and blood products, with the prohibition of, until then accepted, remuneration of the donation. From then on, according to the propositions of Brazilian legislation, the act of blood donation became entirely voluntary and anonymous (Brazil, 2014a) and, as established in article 199, paragraph 4 of the Federal Constitution of 1988, it was implemented the prohibition of trade in blood and blood products.

Nowadays, It is now known that the demand for blood in Brazil exceeds the supply, especially during the so-called critical periods of the year (prolonged holidays such as carnival, holy week and vacation periods), since these moments are known by an enormous amount of travelling, and so increasing, consequently, the number of traffic accidents, a fact that directly reflects a drop in blood banks (Brazil, 2015a).

In this scenario, it is understood that public organizations should increase efforts to attract new donors, and act to maintain regular donors. It is important, however, that the performance of these organizations exceeds the immediate practices (such as the distribution of materials and the connection to emergency donation campaigns during critical periods), since these actions are focused only on the solution of specific issues, but do not change the behavioral patterns of the population (France, France, & Himawam, 2008).

Blood donation, as a topic of study, is a recurrent issue in Brazilian public health, being increasingly analyzed in the light of social marketing, given its capacity to contribute to the process of attracting new donors (Barboza & Costa, 2014; Pereira et al., 2016). In this context, comes the discussions about public policies that seek to "put the government into action" (Souza, 2016, p. 26). Studies of this nature generally have a central approach the interaction and complementarity between the State and society, which gives rise to the Modern State (Costa & Bezerra Neto, 2016; Souza, 2006), which "presents social reality as if it were above class interests, as representative of all, and of the public interest" (Costa & Bezerra Neto, 2016, p. 167).

To do that, the State usually resorts to social marketing strategies, such as government campaigns that aim to influence specific behaviors of the individuals that make up a given group and, consequently, attain control (Rezende et al., 2015; Pereira et al., 2016). In conceptual terms, social marketing can be understood as the "conception,

implementation and control of programs to influence the acceptability of social ideas and involve considerations of product planning, price, communication, distribution and marketing research" (Kotler & Zaltman, 1971, p. 5).

According to this, social marketing strategies are presented as an interesting option for the state action on the issue of public health, given its ability to influence the process of social change, through the perception of the value that the subject has about adoption of a voluntary behavior (Barboza & Costa, 2014), a fact that induces the promoter of the change to clarify the desired shift (Andresen, 1994). Thus, the model of social marketing performance can promote the increase of effectiveness in the development of certain social change, from the proposition of new habits and behaviors (Smith, 2002).

In view of the above, there is as a guiding question of the present study: how are the social marketing strategies for blood donation developed by the Brazilian government perceived by individuals? As a central objective, this study sought to analyze how social marketing strategies for blood donation are perceived by donors, not donors and potential donors.

This study has the objective of filling the theoretical gap, since few works are focused on this theme (Pereira et al., 2016), which will enable an understanding of the variables that involve the public policy process around the theme of blood donation. Socially, the results achieved can contribute to the development of new social marketing strategies and public policies aimed at the cause discussed here.

THEORETICAL FRAMEWORK

It is presented, in this section, the theoretical approach that supports the postponed discussion. Thus, social marketing is discussed as a basic theme for the development of this study, as well as important aspects related to blood donation.

Social Marketing

During the 1940s and 1950s, studies aiming the selling of products were at their peak, recognized by the importance of generating a "managerial drive" from the sales and profit constructs (Lazer, 1972: 47). In the 1970s, Marketing started to be recognized as a discipline (Lazer, 1972) and started to be considered as a field of study and work. (Silva & Mazzon, 2015).

From this approach, a different perspective on marketing and its responsibilities began to gain importance in the academic world in the 1960s, when it began to integrate managerial marketing discipline from the perspective of anthropology and psychology (Leisure, 1972). More especially when Kotler and Levy

(1969) realized that little or no attention had been given to cause-related studies and, when studied, it was not directly related to Marketing, but to public relations or advertising activities. Two years later, Kotler and Zaltman (1971) coined the term social marketing.

Lazer, in 1972, in his article "Dimensions of social marketing" presented at the World Congress of Sales and Marketing Executives International, discussed the interfaces between Marketing and Government, indicating that a remarkable change was occurring in the government, that came to see marketing as a necessity, whose meanings permeated the marketing constructs as regulator, arbitrator, stimulator, consumer, and part of modern society.

According to his definition, social marketing suggests "that marketing decisions cannot be justified only by cost and profit" (Lazer, 1972, p. 49), and may also be considered as "design, implementation and control of programs to influence acceptability of social ideas and involve considerations of product planning, price, communication, distribution and marketing research" (Kotler & Zaltman, 1971, p. 5). In a more recent definition, Kotler and Lee (2008) suggest that social marketing makes use of marketing techniques to influence the target audience to voluntarily accept, reject, modify, or abandon the cause.

This interface - government and marketing - involves decisions related to security norms, price practices, advertisements and promotions, and environmental ones, which represented an evolution, since public policy practices in the 1970s were directed specifically to the areas of economics and law (Leisure, 1972).

According to Carins and Rundle-Thiele (2013), the presence of the concept of social marketing in actions with social purpose can be easily identified. Nevertheless, in some cases, there is no clarity as to the presence of marketing orientation itself. That is, how to use the process of building social marketing to produce efficient and effective communication that reaches the target audience and engenders the desired engagement.

It should be highlighted that in the face of an action, attention must be paid to the principle of communication and, in the case of government action, Rego (1985) reveals that the objective is "to bring to public opinion facts of significance, "and with wide dissemination: movies, radio, television and informal communication actions. The same author also discusses the incorporation of social marketing into government programs, with the presentation of strong impact campaigns and mentions as an example: poliomyelitis, fuel economy, road safety, domestic hygiene, sports incentives, cancer prevention and collection of warm clothes for the needy. Because social marketing is a branch of the Marketing discipline, a campaign will accomplish its goal if it is grounded in research, planning, change behavior models, integration of the

marketing mix with those involved, directly and indirectly (Pykett et al., 2014; Silva & Mazzon, 2015).

Consequently, some strategies can be used to influence (as opposed to obliging or coercing, which is not the goal of Social Marketing) and engaging the target audience in the desired actions (Silva & Mazzon, 2015). Among the strategies mentioned by Rego (1985) for communicating government actions, the following can be mentioned: (a) harmonize government communication, (b) prioritize the flow of communication, considering the variety of sociocultural behaviors throughout Brazil and, (c) to emphasize facts rather than people, that is, "put government work above vanities and personal interests" (52).

Kotler and Roberto (1989) point out that gaining support from influential or reference groups in social marketing campaigns is a strategy that ensures strength and not only motivation for stakeholders (Kotler, & Roberto, 1989). As a source of strength, the same authors cite: rewards, coercion, knowledge and information, legitimacy, and prestige. These forces help the agency responsible for the campaign to focus on important technical information, in order to generate visibility through interest groups, and to provide legitimacy and prestige through the recognition of objectives common to the target audience.

Social marketing in the field of public health can indicate a positive development for society, in view of targeting the aimed audience to change behavior and habits (Silva & Mazzon, 2015; Sewak & Singh, 2017). This perspective is aligned with what is discussed in this section about social marketing, whose purpose has remained the same since its first definition: to provide benefit to the target audience, and also to the proponent, who in this study was identified as the government. Thus, organizations must strive to attract new donors, keep existing donors active in the donation process, work responsibly with the distribution of educational materials, and no longer up-to-date (Barboza & Costa, 2014). In order to do so, the next section deals with blood donation in Brazil.

Blood donation in Brazil

According to Ministry of Health data (Brazil, 2015a), only 1.78% of the Brazilian population are blood donors, index 1.22% below the ideal lower limit proposed by the World Health Organization (WHO, 2013), which is 3% of the population. In the composition of this percentage the Central West (2.55%) and South (2.28%) Regions have the highest relative number of donors (Brazil, 2015a), according to data presented in the Table 1.

Region	Collection	Population / IBGE	Rate %
Central West Region	382.939	14.993.191	2,55
Northeast Region	869.439	55.794.707	1,56
North Region	245.782	16.983.484	1,45
Southeast Region	1.431.673	84.465.570	1,69
Southern Region	656.690	28.795.762	2,28
Total	3.586.523	201.032.714	1,78

Table 1 – Blood donation rate by Brazilian region (2013)

Source: Ministry of Health (2015a, p. 19).

According to data from the Ministry of Health (Brazil, 2014b), in Brazil, hemotherapy services can be performed by three different classes of providers, as follows: (a) public: that correspond to services of federal, state, and municipal levels, as well as public university services; (b) private contractors: which cover philanthropic and private services contracted by the Unified Health System (SUS), used to complement public services that do not have sufficient capillarity to meet the established demand; and (c) private services, which are those of a private nature without contracting by the SUS and that assume the demand of the private and supplementary assistance network of the country.

The blood donor is classified by the Ministry of Health from two basic characteristics, the motivation of the donation and the type of donor, whose concepts are described by Ordinance MS / GM No. 2,712, of November 12, 2013 (Brazil, 2014b).

The motivation of the donation is understood by three groups: (a) spontaneous donation, resulting from an altruistic act of individuals, whose purpose is to maintain the blood stock of hemotherapy services, and blood can be used in any potential recipient; (b) the replacement donation that meets the specific needs of a patient, usually motivated by family and friends, whose purpose is to replenish the stock of hemocomponents from the hemotherapy service; and (c) autologous donation or autotransfusion, which is performed when the donor makes a blood donation for himself (Brazil, 2014b).

The type of donor, in turn, is divided into four groups: (a) repeat donors, who are individuals who make two or more blood donations over a period of twelve months; (b) first-time donors, which comprise donors who donated for the first time in a given hemotherapy service; (c) sporadic donors, which are those donors who made only one donation in the period of twelve months; and (d) return donors, comprising the group encompassing the sum of sporadic donor and repeat donor data (Brazil, 2014b).

The accomplishment of the blood collection process by the Brazilian blood centers is conditioned by the suitability of the candidate for donation and the basic fitness criteria defined by the National Association of Sanitary Surveillance (ANVISA) and by

the Ministry of Health, public agencies responsible for hematotherapeutic legislation (Hemominas Foundation, 2014). Likewise, the potential blood donor can be classified as (a) suitable donor (individual whose personal data, laboratory, epidemiological and clinical conditions are in accordance with the requirements of the process), (b) temporary unfit donor (individual temporarily prevented from performing the blood donation act), and (c) definitive unfit donor (unable to exercise the donation definitively). It should be noted that, in some cases, individuals who fit into the group of temporary or permanent unfit donors can perform the autologous donation, that is, the donation for themselves, as in the case of programmed surgeries.

The blood donation process has a number of legal requirements for it to come to viability. Among them, it should be pointed out that the potential donor should be over 50 kilograms and aged between 18 and 67 years. In some cases, candidates for blood donations between the ages of 16 and 17 are accepted, with the formal consent of the legal guardian. Individuals aged 68 to 69 years can make donations since the first donation happened before the age of 60 (Brazil, 2014a).

It is recommended that the donor rests at least six hours the night before; has not consumed alcoholic beverages in the past 12 hours and does not use cigarettes for at least two hours prior to donation (Brazil, 2014a). In addition to these, there are several other criteria for blood donation, which depend on the donor's situation regarding age, weight, rest, temperature, allergies, feeding, among others. It should be noted that in the process of evaluating the candidate's ability to donate blood, the professional responsible for the screening process should consult manuals of criteria related to the propaedeutics, diagnosis and treatment of each situation, and in cases of double disability to donation, the greatest time must prevail (Hemominas Foundation, 2014).

METHODOLOGY

As of the general objective postulated in this study, the present research is characterized as descriptive, since it is based on describing a phenomenon through the identification of relevant

information (Collis, & Hussey, 2005), that is, to analyze and describe aspects related to government-sponsored blood donation campaigns.

The present research is structured in the light of two approaches, and initially a quantitative phase was developed followed by a qualitative one. The sequence described was chosen because it allowed the aspects identified in the quantitative phase, of an exploratory nature, to be analyzed and discussed with a higher level of deepening in the next step, with a qualitative approach. In accordance to that, the quantitative approach presents deductive characteristics for testing theories and hypotheses, proving, interpreting and predicting, with the objective of measuring, analyzing or describing causal relationships between the variables in question (Terence & Escrivão Filho, 2006), while the qualitative search creates a perception about the observer in the context in which it is inserted (Denzin & Lincoln, 2006). A methodological triangulation was then carried out between the qualitative and quantitative approaches, since this process allows, among other aspects, that the research report is able to transcend the limitations of each one of the approaches, complemented by the other one, a more effective understanding of the phenomenon analyzed (Denzin & Lincoln, 2006).

The quantitative phase comprises a sample composed of 641 individuals, aged between 16 and 69 years, age range in which it is possible to make blood donations, residing in the Metropolitan Region of Belo Horizonte. The data of this step were collected through the application of a structured questionnaire containing 15 questions, one of them being structured in a Likert scale of seven points containing 30 variables. The sample of this stage was selected based on the criterion of accessibility, and the questionnaire was applied in a printed and online way, available in a platform of the site www.surveymonkey.com. It is important to observe that the sample of this study represents an index of 21.37 questionnaires answered by Likert variable analyzed, exceeding the values for sample calculations suggested by Hair Jr. et al. (2009), according to which, quantitative surveys must have at least 5 questionnaires answered for each Likert variable analyzed.

In the qualitative phase, semi-structured interviews were conducted with 31 volunteer participants, 6 of whom were frequent donors, 12 non-donors (individuals who donated and would not donate blood for any impediment), and 13 potential donors (donors who donated, but donated blood, as well as those who have already donated, but have followed the behavior), also living in the Metropolitan Region of Belo Horizonte. The data collection of the two stages occurred during the second half of 2015.

After the data collection, the analysis phase was begun, in which the quantitative step was done

through the Exploratory Factor Analysis (AFE), a multivariate technique that allows the identification of an underlying structure of a data matrix, in addition to determining the number of constructs (factors) and their respective natures that represent as closely as possible a set of variables (Brown, 2006). In order to complement the results from the quantitative stage, as well as to deepen them, in the qualitative phase, the thematic content analysis technique was used, which aims to guarantee objectivity, systematization and a better understanding of the interviewees' speeches (Bardin, 2006). For that, the interviews were recorded, with the authorization of the participants, and transcribed. In the process of analysis, following the guidelines of Bardin (2006), the identification of the descriptive codes presents in the speeches themselves helped to categorize and later identify the analytical code, that is, a certain key theme that encompasses a series of categories and meanings.

ANALYSIS AND DISCUSSION OF RESULTS

It is shown, in this section, the data analysis of this study. In this sense, the quantitative phase is presented initially and, after that, the qualitative step.

Quantitative Analysis

The sample of this study is made up of 641 respondents, of which 63.2% are women (405) and 36.8% are men (236). Regarding sexual orientation, 92.8% (595) consider themselves heterosexual, 4.3% (27) homosexual and 2.9% (19) bisexual. The predominant age range of the sample is between 16 and 17 years old (39.1%), 30.5% of the respondents are between 18 and 30 years old, 25.6% between 31 and 50 years old, 4.4% of respondents are between 51 and 60 years old and 0.4% are over 60 years old.

Of the respondents, 68.4% declared themselves unmarried, 26.8% married, 3.9% divorced or separated, and 0.9% of the sample are widowers. Only one interviewee reported following the Jehovah's Witness religion, which does not accept blood transfusion.

Of the total, 51.4% said they did not have a job at the time the interview was performed and 48.6% were employed. Accordingly, the majority of respondents did not have an income (40.1%), 20.1% of the sample fit within a range of income of R\$ 789.00 to R\$ 2,364.00, 13.3% had income between R\$ 2,365 and R\$ 4,728.00, 7.5% between R\$ 7,880 and R\$ 11,820, 7.2% received up to R\$ 788.00, 5.6% of the sample monthly income is between R\$ 4,729.00 and R\$ 6,304.00, 3.6% between R\$ 6,305 and R\$ 7,880.00, and finally, only 2.6% of the sample had a monthly income above R\$ 11,821.00.

Regarding the social marketing strategies adopted by government agencies, 98.44% said they had

already seen or heard a blood donation campaign and 1.56% said otherwise. However, 55.07% of the respondents stated that they did not remember clearly the messages conveyed by these campaigns, a fact that indicates the low adherence and effectiveness of the social marketing strategies on blood donation adopted by the government.

Television was indicated as the communication vehicle most remembered by the participants for the dissemination of blood donation campaigns (32.6%), followed by the internet (23.2%).

These findings are in line with the results achieved by Rezende et al. (2015). This result is justified by the capillary power of television (Duailibi, Pinsky, & Laranjeira, 2007) and, nowadays, the Internet, mainly due to virtual social networks (Paulo, & Malik, 2014).

It is worth mentioning that only 22.62% (146) of the sample in this study have already donated blood at least once in their lifetime and 77.38% (495) have never performed the act. In Table 2, the main reasons for non-donation are presented below.

Reason	Indications *	%
I do not know if I can donate	151	27,06%
I am afraid of needle	85	15,23%
On the day I went I was not fit	83	14,87%
I've never been asked to donate	79	14,16%
I've never been asked to donate	51	9,14%
It is difficult to reach the hemocenter	47	8,42%
I'm not fit to donate	14	2,51%
I am afraid to catch a disease	12	2,15%
Other occurrences	36	6,45%
Total	558	100,00%

Table 2 – Reasons for non-donation of blood

Source: Research Data

***Note:** For this question respondents could mark more than one alternative.

The analysis of Table 2 identifies that the main reasons for non-donation are related to the lack of information about the blood donation process. This fact, as discussed above, demonstrates the low level of effectiveness of government actions that seek to maximize the number of voluntary donors.

When considering only the 146 individuals who reported having donated blood before, these people justify their first donation, mainly due to the need of an individual belonging to their reference group, as shown in Table 3.

Reason	Indication *	%
To help a family member, friend or acquaintance	77	23,12%
To be supportive and charitable	75	22,52%
From the feeling that I may need one day	54	16,22%
To meet the appeal of the campaigns that informed the situation of blood banks	34	10,21%
To meet the appeal of campaigns that promoted the importance of donation	30	9,01%
I was influenced by the experience of some family member, friend or acquaintance	28	8,41%
Other occurrences	35	10,51%
Total	333	100,00%

Table 3 – Reasons for the first blood donation

Source: Research data.

* **Note:** For this question respondents could mark more than one alternative.

In this regard, it is possible to point out the considerable influence that reference groups have on the individual's behavior, since 31.53% of the reasons that led the respondents to donate blood for the first time are directly related to these groups. It is also worth noting that for this group the feeling that is most

identified with blood donation is the sense of accomplishment, which reached the percentage index of 44.83%, followed by joy (26.72%) and pleasure (12,93%). However, it is noted that 54.79% of individuals who have donated blood at least once in their lifetime do not continue to donate.

Exploratory Factor Analysis (AFE)

In order to verify the sample normality, Kolmogorov-Smirnov and Shapiro-Wilk tests were performed, through which the absence of a standard of normality in the distribution of the sample data was identified at a 95% significance level. The sample linearity was verified through the Spearman correlation matrices for the indicators that were organized and composed the same construct. This test pointed to the absence of a linear relationship between the variables. As with the normality test, this result is common in exploratory and opinion studies, showing no decrease in multivariate results (Hair Jr. et al., 2009).

To verify the homogeneity of the constructs, the Exploratory Factorial Analysis (AFE) with

Varimax orthogonal rotation was performed (Field, 2009). Based on the Kaiser criterion, the suggested patterns indicate that a number of factors extracted with eigenvalues above 1 correspond to the number of dimensions of a dataset (Mesquita, 2010).

In order to validate the degree of statistical significance, we opted for the analysis of common factors, which seeks to identify the latent variables represented by the original variables. In the same sense, the criterion set forth by Mesquita (2010) was adopted, which establishes the elimination of variables with commonalities lower than 0.5 for the factorial loads. Table 4, presented in the sequence, presents the results of the commonalities of the final variables of this study.

Indicator	Variable	Extraction
v8	Providing online and real-time information on the need for blood in blood banks would motivate people to donate blood, 567	,567
v9	A telephone, email, or cell-phone recruitment system would motivate people to donate blood	,762
v10	Scheduling blood donation would motivate people to donate blood	,685
v13	Government campaigns on blood donation are effective	,659
v14	Government campaigns on blood donation are effective	,704
v15	Blood donation campaigns provide the population with the information they need to be a donor	,559
v21	Campaigns promoting blood donation would make the population more aware of the testimony of people who have recovered after being transfused	,859
v22	Donation campaigns showing tragic images of sick or injured persons sensitize people more	,842
v23	Blood donation is a safe act for the donor	,688
v24	Blood donation is a safe act for the recipient	,729
v25	The screening process is commensurate with the information transmitted in the blood donation campaigns	,554

Table 4 – Communality of variables
Source: Research data.

Considering the assumptions established by the KMO (0.825) and the Bartlett Sphericity Test, the use of factor analysis in this study can be considered as effective. In this sense the results of the calculations of a chi-square statistic of 2040,644 with 55 degrees of freedom at the 5% level of significance, a "very good" degree of sample adequacy is also highlighted (Field, 2009; et al., 2009, Mesquita, 2010). Therefore, it is rejected the null hypothesis of the existence of an identity matrix, accepting, consequently, the hypothesis H1 that predicts the existence of a correlation between the variables that compose this study.

Based on the criteria of latent roots, or eigenvalues, in this study four factors (constructs) were

extracted that explain the variance of the 11 variables that reached the criterion of commonality (Mesquita, 2010). The latent roots criterion underlines that each variable contributes the value of '1' in the composition of the total eigenvalue. In this aspect, only those factors whose eigenvalues are greater than '1' can be considered significant in the literature (Field, 2009; Hair Jr. et al., 2009; Malhotra, 2012).

In the same sense, Hair Jr. et al. (2009), adopting, in this study, the criterion of percentage of variance. This criterion is based on the cumulative percentage of total variance explained. Therefore, it was considered satisfactory, for studies developed in the area of Applied Social Sciences, a value of variance

that set above 60.0%. In this study, a total of variance extracted from 69.163% was obtained, with the extraction of four factors, attending, therefore, the literary assumptions (Field, 2009; Hair Jr. et al., 2009; Mesquita, 2010; Malhotra, 2012).

In order to interpret the results derived from the extracted factors, we used the rotated factorial matrix (Hair Jr. et al., 2009), whose purpose is to indicate the factorial load of each variable that composes a given construct, being this indicator responsible to demonstrate the level of correspondence between a given variable and the factor in which it is

inserted. As explained in the literature, in the rotated matrix, loads whose values are greater than (\pm) 0.30 reach the "minimum level" of use of the variable in the factorial model, loads of (\pm) 0.40 can be considered relevant and the loads which, in turn, reach values of (\pm) 0.50 or greater have practical significance, that is, it is desirable that in a factorial model the loads of the rotated matrix fix in values higher than 0.40, since the value that the load is proportional to the degree of representativeness of a determining factor (Hair Jr. et al., 2009). Table 5 presents the rotational factor matrix developed in this study.

Indicator	Average	Factor			
		1	2	3	4
v8	5,643		,706		
v9	4,860		,843		
v10	4,811		,815		
v13	2,462	,795			
v14	3,696	,818			
v15	2,321	,730			
v21	5,605				,908
v22	5,849				,878
v23	4,580			,813	
v24	5,367			,825	
v25	1,863			,626	

Table 5 – Rotated factor matrix
Source: Research data (2016)

In order to obtain a consistent factorial solution, it is necessary, in the first instance, to assign names to the latent dimensions of the factors that were extracted (Hair Jr. et al., 2009; Mesquita, 2010). Accordingly, for this study the three factors extracted were named in the following order: factor 1 - 'Social marketing campaigns'; factor 2 - 'Recruitment for donation'; factor 3 - 'Process safety'; and, finally, factor 4 'Appeal of the campaigns'.

The construct 1 'social marketing campaigns', responsible for an explained variance index of 31,175, encompasses variables that denote the importance that these campaigns assume in the process of blood donation, since they are developed focused on the objective of influencing specific behaviors in an objective that is common to society (Castro & Santos, 2014). However, it should be noted that, as shown in Table 6, the variables that make up this factor 1, 'social marketing campaigns', have mean scores lower than 4.0 (remembering that the adopted Likert scale had 7 points), the fragility with which the blood donation

campaigns developed by the Brazilian government are perceived by the participants of this study. In other words, for the participants of this study, these campaigns are ineffective, with information that is not sufficient or consistent with the reality of the donation process, and these results reflect some previous studies (Perez et al., 2016).

Factor 2, 'recruitment for donation', whose achieved index of variance was 14,122, represents the way in which alternative means of donor recruitment, such as scheduling and the use of electronic channels to disseminate relevant information for this purpose, could influence the effectiveness of the process as a whole. Remarkably, the mean values of this construct were set above the midpoint of the Likert scale of this study, denoting a high index of agreement with such variables.

Factor 3, 'process security', encompasses variables that relate to the safety perception that the subject has about the blood donation process in its totality. It is important to emphasize that the factor can

be understood as one of the main critical points of the entire gathering system, as well as the results obtained by Pereira et al. (2016). In this sense, it is worth mentioning the high concordance levels of v_{23} and v_{24} , a fact that reflects that study participants perceive blood donation as a safe process, even though they believe that the information conveyed by the campaigns is not in accordance with the requirements of the process screening.

Finally, the last structured construct refers to the 'campaign appeal' that should be used to capture and maintain the number of blood donors. As pointed out by Rezende et al. (2015), the variables that make up this factor, as well as their results of averages, suggest that positive and negative appeals are mixed in these campaigns, thus acting on two distinct fronts, the emotional awareness, characteristic of the positive appeal, associated with affective and cognitive imbalances, which in turn can be achieved through negative appeals.

Following the precepts of the AFE exposed by Hair Jr. et al. (2009), after the identification and analysis of the factors extracted in the rotated factorial matrix, the validation phase of the factorial analysis was started, which aims to evaluate the degree of generalization of the results achieved. In order to operationalize the validation of this analysis, initially, the original sample of this study was randomly divided into two distinct subsamples, each with approximately 50% of the original data set. The results of these tests made it possible to state that the factorial analysis of this study was constructed in a concise manner, taking into account all the assumptions that are predicted in the literature about the subject (Field, 2009; Hair Jr. et al. 2009).

Oriented to reduce the probability of occurrence of errors inherent to the variables, as well as to correlations between factors, the multiple scale criterion was adopted, which associates the collection of a different set of variables in the representation of a given concept (Hair Jr. et al., 2009). It is rather important, therefore, to evaluate the unidimensionality, the reliability and the validity of the scales used (Mesquita, 2010).

Based on these precepts, in this study the unidimensionality of the factors was confirmed by means of the Confirmatory Factor Analysis (CFA) when testing the variables of each factor. It was identified, therefore, that each of the multiple scales was composed of variables of high factor scores and unique factors. In this process it became possible to attest a nomological validation between variables and constructs. Finally, reliability was measured using the Cronbach Alfa test, whose values were: factor 1 (0.818), factor 2 (0.803), factor 3 (0.781) and factor 4 (0.833). Thus, it can be stated that the scales developed in this study were presented in a reliable way, since the lowest score was that of factor 3, which presented a

value of 0.781, even so higher than the index of 0.700 predicted in the literature for studies developed in the area of Applied Social Sciences (Hair Jr. et al., 2009).

Finally, following the guidelines of Mesquita (2010), the validities of the factorial model were verified through the calculation of the Pearson correlation coefficient, attesting, therefore, the convergent and discriminant validities of said model.

Qualitative Stage

Governmental blood donation campaigns stand out as strategies that seek to condition an individual's behavior so that he becomes a voluntary blood donor who will contribute to the recovery of blood banks and raise the country's donor rate.

Since behavior is socially attained when the individual internalizes it in its values and beliefs (Andreasen, 1994, Andreasen, 1994, 2002), it is relevant that the population has adherence and perception of effectiveness about the campaigns carried out by the governments. However, it is identified, in the case of blood donation, that campaigns are perceived as an attempt to solve an emergency problem rather than educational, according to E6 and E16 reports.

Campaigns seem to revolve around the needs of the blood bank. If the blood bank has a number below the desirable one there are many campaigns. Otherwise, nothing is seen. I think this blood bank has to have a minimal amount not to go through such tightness. [...] So, I think the campaigns, during the carnival season, during more intense periods, when we see a lot of reports about a deficit in the blood bank, which is okay, but you have to talk about it, you have to have a motivation and the responsibility of the person with other people. I have a responsibility to help not only because there is an accident, but because there are other cases like leukemia and cancer (E6).

We only see campaigns in festive times, for example, during carnival (E16).

In this sense, it becomes coherent that social marketing actions, currently carried out by the Brazilian government, are analyzed in the light of marketing theory, since the role of these actions lies in the behavioral change due to the maximization of social welfare (Kotler & Zaltman, 1971, Schwatz, 1971, Kotler, 1972, Andreasen, 1994, 2002, Belch & Belch, 2004) and not in emergency actions that seek to solve or alleviate momentary tensions. Under this tendency, a transfer of responsibility from the state to the population is identified.

Public policies aimed at raising awareness of blood donation I did not see any. I only see sensationalism and no results. For example, at

Hemominas, when the bank greatly reduces its capacity, there are several isolated campaigns: "Donate blood, Hemominas is in need of blood." [...] it transfers the responsibility to society in an emotional way, in a sensational way. "Donate blood, give life!" "Donating blood is an act of love!" They even put a small heart to cause reactions in people (E24).

Social marketing is related to the planning and promotion of large-scale programs that seek to influence individual and collective behavior, and for this, according to Schwartz (1971), uses persuasive aspects that will influence the public's intention to act consonant to what is expected. However, it is emphasized that its focus is the change of behavioral patterns and not emergency actions, a "pothole-filling", understood as dysfunctions present in the governmental model.

In general, the campaigns are done just to say they are doing what is necessary. Talking about AIDS, for example, is not the focus, and during the whole year they ignore it. Only when carnival begins they start to talk about it. It is the same for blood donation, when the Hemocenter is low in the number of donors, they begin a campaign. I think campaigns should be educational in order to be efficient (E4).

Look, I'm not grateful to talk about politics, I'm extremely skeptic. I give zero to all sectors. I even think politicians give priority to themselves. They do not care about society. [So you do not see any government action concerning blood donation?] I do not see any (E8).

The government does not value life, it does not really, it does not. [...] Does the government want the poor to live? The government does not care about the poor, the lower class. They only need them when election comes (E21).

Honestly, I think the campaigns that the government does are simply to show people that it is "working", deep down, deep down it does not really care about people (E25).

Notably, the analysis of the presented sections allows the identification of the dysfunction present in the public system that meets the principles on which social marketing is structured (Kotler & Zaltman, 1971; Andreasen, 1994, 2002; And Belch, 2004, Dias, 2015, Silva et al., 2016, Rezende et al., 2015). Still, the excerpts show the perception of negligence on the part of the governmental organs. Concerning this, whatever the appeal is, there seems to be a 'crisis' in credibility.

Regarding blood donation campaigns carried out by public agencies, all interviewees evaluated them as bad, from their periodicity to their appeal to society.

Campaigns, apart from not having a necessary periodicity, are full of flaws; they inform very little and want to make a person donate blood. But how? As if someone will donate blood if he knows nothing about it (E25).

Look, in my opinion that jargon 'give blood give life' is not going to change anyone's behavior. They should be more attractive, interesting, mainly because they are sporadically transmitted (E28).

It is observed, therefore, a necessity for blood donation campaigns to be rethought and remodeled is identified, since its low attractive potential becomes latent. Based on the premise that these campaigns are developed with the aim of influencing behavioral patterns (Castro & Santos, 2014), it is important that they cover issues of social interest and that they use representative aspects in the attempt to engage the subject.

In this context, emerges the discussion about the appeal that these campaigns should have, since they can alternatively assume a negative appeal, as suggested by E8.

I think they had to be more realistic and less disguised. [In what sense?] They should show the faces of those who need it literally. They are nothing more than a kind of horror movie advertisement. So, why not showing a picture of someone victim of a crash? [...] Because there is an incisive disclosure about this, which does not occur with blood donation. If it showed the face of the problem as it is, without those cute little figures there, a little symbol of AIDS, you know? I wish it was a more real thing. One that would impact people more seriously. Since it is very soft, they watch and do not pay attention, right? I think the human being needs to be shocked (E8).

This type of approach seeks behavioral change through the individual's cognitive or affective destabilization (Castro & Santos, 2014). On the other hand, the possibility that these campaigns are developed under a positive approach, as proposed by E6, stands out.

I think that because of tragedy nobody motivates anyone. Motivation is something more positive. If tragedy changed people's lives... what you see on the news in the morning until nightfall is just tragedy and things continue the same. We see the picture of corruption and year after year we have corruption everywhere. Ethical and moral crises, family crisis, and that do not change anything. So, I guess it's not just showing tragedy. It has to show good acts of people, show their generosity, their offer of themselves. if only showing tragedy

would change something, things would be different. I think tragedies only increase the TV news audience (E6).

According to Castro and Santos (2014), campaigns that are constructed under a positive approach seek to focus their power of persuasion on aspects of positive valence. Under this bias, the same author proposes behavioral change through an emotional triggering process, in which the individual will become more sensitive and predisposed to the action in question.

Despite the divergence of opinions about the approach to be addressed in blood donation campaigns, it should be pointed out that, like the findings of Dias (2015) for accident prevention and Rezende et al. (2015) and Silva et al. (2016) for organ donation, most of the respondents in this study would have to merge the negative and positive appeal, a fact that would enable the subject to engage both through cognitive and affective imbalances and emotional persuasion. And yet, for most of the interviewees, blood donation campaigns need, in the first instance, humanization.

I think it has a good publicity in scope, but the language is not okay. It could cover more if the approach was done in a different way. [And how would it be?] Look, it should seek closeness to affection. What will motivate me to donate blood if it is not very close to me, or if it is not moving me? I think it has to have some personal experience; the person suffered and needed blood. Then, after that, suddenly, you will come to a constant donor. You see that your life can be helped by an act that is said to be simple and everything else (E20).

It was also identified the influence of experiential aspects on the level of effectiveness of blood donation campaigns. In this attempt to approach the reality of the subject, these aspects assume an important role from an anthropological perspective, in which individuals construct, mean and re-signify their behaviors from their levels of consciousness and lived situations (Carú & Cova, 2003). Finally, it is pointed out that, despite the applicability of each approach adopted for a social marketing campaign, one of the possible explanations for the low effectiveness of blood donation campaigns discussed here may be related to the people's lack of credibility concerning the issuer of the message, that is, the government. As a result, the message emitted will, first of all, undergo a strict psychological filter, before being analyzed by the receiver.

FINAL CONSIDERATIONS

It is expected that when the government acts in the practice of actions of social interest, such as prevention of traffic accidents, reduction of tobacco

consumption, for organ donation and, in the specific case, donation of blood, the ultimate goal is to target audience to be benefited. However, due to different interests, these actions can distance themselves from the exclusive interest of the population to which it relates, adopting different connotations, which may or may not be related to the public of interest.

Regarding the government-sponsored blood donation campaigns, it has been identified that these are not performed as a way of modifying the behavior of the subject, but as an emergency action to meet an imminent need of blood banks.

This way, it is identified a precariousness regarding the strategies related to the blood donation adopted by the government, since these go against the educational proposal present in the social marketing theory. On the appeal of the campaigns, corroborating the findings of Dias (2015) and Rezende et al. (2015), and according to the interviewees, this should merge positive and negative aspects, seeking to motivate the subject through both, the cognitive imbalances and the emotional appeals.

It is, therefore, interesting to draw a parallel between social marketing conducted by the government, the perceptions of the interviewees and the theoretical assumptions. According to the theory, social marketing seeks, through behavioral change, to focus its action in favor of social welfare, being a nonprofit action.

However, as pointed out by Rezende et al. (2015), under the perception of the interviewees, the government, in carrying out social marketing actions, is concerned, in the first instance, with the reduction of spending in the public sphere. Therefore, even a reduction on health spending being already a benefit to society, it becomes necessary to understand the actors involved. In this regard, the question raised is the need for greater and more intensive efforts in citizen education that could make social marketing more assertive.

Thus, among the main contributions of the present work are the aspects related to the appeals of the campaigns, since there seems to be a direction for more emotive disclosures, which is not perceived by the interviewees as the most effective, and the perception that, regardless of the message conveyed, there is insecurity and mistrust in the communications made by governmental bodies, regardless of ideological nature. Such distrust seems to be related, primarily, to the emitter of the message, which denotes that social problems of other natures interfere in the reception that the public has of the message.

As a limitation of the research, the locus of data collection was restricted to the Metropolitan Region of Belo Horizonte, Minas Gerais. However, it is emphasized that the social marketing actions in favor of the analyzed cause tend to be of national character, implemented by the federal government. For future

studies it is suggested the development of a research that would involve social marketing in light of other methodological approaches, such as the use of projective techniques, a fact that would contribute to the deepening of the discussions about the theme.

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