

**SOCIAL MARKETING AND CUSTOMER BEHAVIOR CHANGE IN RWANDA
A CASE STUDY OF BIBLE SOCIETY OF RWANDA (BSR)**

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ABSTRACT

Rwanda has various Non-Government Organizations whose objective is to help people in their development but various problems occur in implementation of their target. The general purpose of this research project was to determine the effect of social marketing and customer behavior change in Rwanda and the specific objectives were to identify different key social marketing activities applied by BSR in Rwanda, the social marketing strategies applied by BSR in attracting and increase new customers, the relationship between BSR product and customer behavior change, the contribution of BSR in changing behavior of their customers between the years 2010 and 2013 and what are the challenges faced by BSR in changing customers behavior This research concentrated on the exposure to the messages and principles related to social marketing and customer behavior change. Both dependent and independent variables were identified and social marketing tools were used as intervention variables. This study targeted 200,000 customers of the BSR and the minimum sample size of 99 customers calculated using Morgan's formula to represent all total customers of BSR and they were from 11 group members of BSR, thus 99 customers were used as sample and in each sample, random sampling was used to give an equal chance to all respondents. The questionnaires were used as any data collections instruments. The findings indicated that social marketing had positive impact on customer behavior change's is supposed to apply social marketing strategies and set new distribution channels in attracting new customers that may led to BSR maximized their sales and led to acquire customers. Development of new channel distribution strategies, Social marketing strategy can boost BSR to attract new customers, build strong relationship with their customers, foster the acceptability of BSR products and thus maximize their sales. BSR had to apply the social marketing principles and strategies to providing discount to customers, advertising their product through media, increasing the patronage among their members, implementing sensitization meeting forums every time, increasing distribution channels and implementing the sales local agencies, and therefore these will lead the BSR to maximize their sales of their products.