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Social marketing is the use of marketing theory, skills and practices to achieve social change. It has the primary goal of achieving "social good". Traditional commercial marketing aims are primarily financial, though they can have positive social affects as well. In the context of public health, social marketing would promote general health, raise awareness and induce changes in behaviour.

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Apart from the validation studies that have been conducted with the MLQ (Form 5X) by Avolio, Bass, and Jung (1995) and Bass and Avolio (1997), who found preliminary support for nine first-order factors, we identified 14 studies (see Table 1) that have generated conflicting claims regarding the factor structure of the MLQ and the number of factors that best represent the model.

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