

## Social Marketing: An Overview

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### **Abstract:**

*Many social and health related problems have behavioral causes. Social marketing provides techniques for solving the problems by motivating people to accept healthier lifestyles. The purpose of social marketing is changing or maintaining people's behavior for the benefit of individuals and society as a whole. Today social marketing approach has been used largely in international health programs like contraceptives, heart disease prevention, organ donation, AIDS Awareness programs, pulse polio campaign, cancer awareness program, and anti-hepatitis-B campaign and also for anti-pollution campaigns, road safety campaign, save girl child campaign Anti- drug campaign, tree plantation, anti-plastic campaign, green Marketing campaign etc. In view of this the present paper aims to furnishes an insight into the concept, the process to overcome the problems, and keen need of social marketing for healthy lifestyle of people.*

**Keywords:** Social Marketing, Evolution, Applications, 4 Ps, Process, significance.

**Introduction:** Social marketing is emerged from the concept of social responsibility. It was first coined by Philip Kotler and Gerald Zaltman in 1971. They recognized that the same

commercial marketing principles that were being used to sell products to consumers could be used to sell ideas, attitudes, and behaviors through the mechanism of social marketing. There is lot of social problems in the world. Social marketing plays important role in order to overcome social problems. India is a second large country in the world by its population, where many social problems are generated like environment, population, illiteracy, lack of health services, social-cultural devastation, shortage of drinking water, water pollution, production of harmful products, which largely affects on society's life etc. In some recent years, the awareness among the masses about the evil effects of environmental loss and the importance of environment protection has increased. Therefore the concept of social marketing has emerged to protect the social interest at large.

## **Objectives of the Research Paper:**

- 1 To know the evolution of social marketing
- 2 To study the application of social marketing
- 2 To understand the process of social marketing
- 3 To highlights on the significance of social marketing

## **Definition Social Marketing:**

- 1 In the view of Philip Kotler “Social marketing is the design, implementation and control of programmes seeking to increase the acceptability of a social idea or practice in a target group”
- 2 According to Business Dictionary.com “Social marketing is the use of marketing theory, skills, and practices to achieve social change”
- 3 Andreasen, 1994 has defined the term Social marketing is “the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of society of which they are a part”

It is clear from the above definitions that social marketing is strongly associated with the application of commercial marketing concepts and techniques to the non- commercial ends. For example campaign against smoking and drunken driving for the welfare of society.

## **Review of literature**

**Grier and Bryant 2005** has been focused on social marketing in public health programs that includes physical activities, increase in fruit and vegetable consumption, getting end of smoking, prevention of sexually transmitted deceases etc. For success of social marketing, several commercial marketing strategies may be applied, that includes social exchange theory, audience segmentation, the four Ps (price, place, product, and promotion), consumer orientation, and evaluation of the marketing campaign.

**Dann, 2010:** has described that behavioral change can be received through communication, delivery and exchange of a competitive social marketing offer that induces voluntary change in the focus group of people, and results in the benefit to the social change campaign's recipients, partners and broader society at large.

**Glouberman and Zimmerman (2002)**, explained that our social marketing programs should be focused to manage a complex adaptive socio-economic system is like building a child. Building a child that is in our hand, but not it's definite success in life. Every child is distinctive, in the same way every community is distinctive. Therefore, if a child or a community several problems are expected to fail as a matter of course. Uncertainty of outcome remains. Hence, it is essential to understand the individual, group, or the community and their identity to understand the social problems and suggest a solution using social marketing approach.

**According to Rose and Dade, 2007** in environmental movements the impact of values in driving behavior and rising awareness are successful which consider the local conditions. Success of programs designed considering the local conditions are more in comparison with global solutions.

## **SOURCE OF DATA**

Secondary sources of data were used in the present study. It was collected from different published sources of various articles, websites, books and other relevant sources.

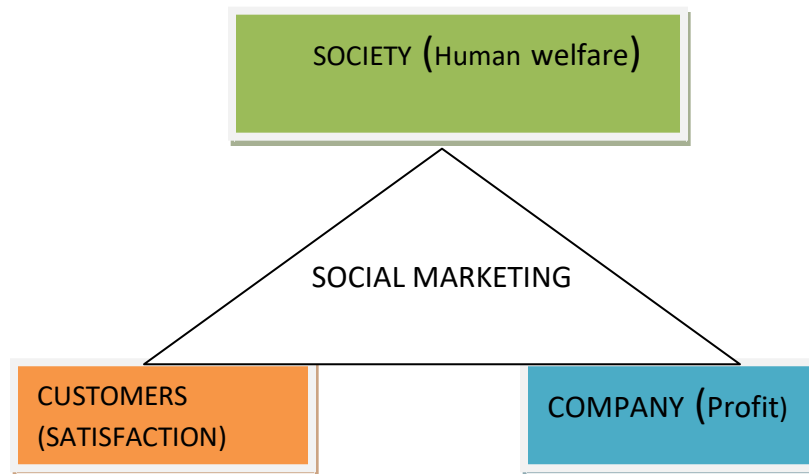
## **EVOLUTION OF SOCIAL MARKETING**

The term social marketing was evolved in parallel with commercial marketing. Wiebe, In 1951 asked the question, “Can brotherhood be sold like soap?” then a famous marketing expert Philip Kotler in 1967 used the term “societal marketing” in his marketing management book by which he meant socially responsible marketing by companies. The term was regarded as corporate social responsibility. Again in 1971 Philip Kotler and Jerold Ziltman. published the first article using the term social marketing. The article was “Social Marketing: An Approach to the planned Social Changes” In theirs article they focused on the need of functions for change the social behavior. For change the social behavior they used the concept that is “Social Change Campaign.” It means in order to make good change the organized efforts should be undertake for concepts, thoughts, approaches, methods and behavior from one group to another group. Both has been described that there is other set of marketing practices that marketers and public can adopt to achieve social interest rather than a monetary benefit. In 1988 Cragelifebar and June Flora put forwarded the concept of social marketing for Public Health. They explained that there is a great need of change in mentality and behavior of people for social health reform.

The phases of evolution are: At the first phase-The focus of social marketing was on behavior. The attention of social marketers in the 1970s was on behavior not on attitude. At the second phase - Attention changed to develop a process view of social marketing planning. Nancy R Lee developed a ten step model of the social marketing process. At the third phase- The third phase started with Alan Andreasen (2005) when he suggested three levels of social marketing practice: downstream, mid-stream, and upstream. Today’s era is of social media to approach specific target of group of people or individual. The digital revolution has opened up many new channels. Transformation of social media into social marketing is the fourth phase. At present it is evolving further to meet new problems and solutions.

**Corporate Social Marketing:** From the point of corporate social responsibility the term social marketing is stand on the three important pillars that are: A) Society B) Consumer and C) Company there should be balance among three pillars in setting their marketing strategies: company profit, the consumer wants, and society's long term interest.

- 1) **Society (Human welfare):** Company must make sure the products, services, actions, investments, innovations servers the society's interest
- 2) **Consumers (satisfaction) :** Products and services should be satisfying the consumer's needs
- 3) **Company (profit) :** Building long-term customer relationship, being socially responsible, and providing satisfactory products are important for profit- making and wealth maximization.



From the above pyramid, it is clear that the Social Marketing Concept puts the Human welfare on top of the pyramid before profits and satisfying the wants. It means social marketing concept holds that a company should make good marketing decisions by considering consumer's wants, company's requirements, and society's long-term interests. Profit is just a secondary benefit.

#### 4P'S OF SOCIAL MARKETING:

- 1) Product- it should be Pollution free, reusable packing, recycling of scaped goods, protecting natural environment, etc.

- 2) Promotion- use of extensive market research is necessary to decide the communication channels that will best approach to your audience for easy adoption of the product or service, Advertisement such as save baby girl child, use of seat belt while driving car etc.- exhibitions of solar system for environment protection, – personal selling-counseling of customers such as not use of plastic and thermal coal products
- 3) Price- little higher price e. g. ban on plastic -customers are ready to pay higher price for cloth bags etc.
- 4) Place- think about where and when the audience will perform the behavior or access the new or adapted product or service.

## **Applications of Social Marketing:**

Especially social marketing is largely applied to health sector. The examples of social marketing are;

- 1 Family planning campaign,
- 2 AIDS Awareness programs,
- 3 pulse polio campaign,
- 4 toilet campaign, tree plantation, anti-plastic campaign, cancer awareness program,.
- 5 Anti- Hepatitis-B campaign
- 6 Anti-pollution campaigns
- 7 Road Safety campaign
- 8 Save girl child campaign
- 9 Anti- drug campaign etc.
- 10 green Marketing campaign

**Process of Social Marketing:** Let us focus on the systematic process required to be followed by the campaigners for its success. The process of social marketing is as follows

### **1 Determination of Social Problem:**

Social marketing is carried for overcoming social problems. Hence first of all determination of specific social problem is quite necessary. The major aim of social marketing is welfare of society will be fulfilled through determination of problem at first. Social marketing refers to behavioral change of society, hence which factors are responsible for social problem are to be find at first. Afterword social problem should be thoroughly analyze. It is very important for the society's satisfaction as a whole. For example suppose dengue problem is being increased in specific area of the city then in order to solve this problem Anti Dengue fever campaign is to be conducted in the same area and to find out which factors are responsible for this problem.

## **2 Market Research of place**

It is a second stage of social marketing campaign. Market research of particular place is needed. In social marketing market means society and customers means group of people. Hence in order to get success in social marketing campaign the market and the prospective customers are segmented. And for this purpose the study of people psychology, approach and behaviour is required to be done. In this regard all the concern information is collected and it is analyzed in well manner.

## **3 Marketing strategy**

This is very important stage of social marketing. Strategy means policy to overcome the social problem arose. After getting the study of geographical area and human behaviors, accordingly market strategy is undertaken for which changes are required, how that changes can be done, what are the benefits of plan, which are the obstacles in it and how obstacles can be overcome. All these factors are considered for the success of social marketing campaign. This is the strategy for social marketing.

## **4 Action- plans**

After having the marketing strategy action- plans are prepared for execution of strategic plan. Under this step action plan involves which when and how .the activities are to be conducted. As well as this plan involves new things and new services, personnel training, policies, changes and

communication. Time table is also done in order to communicate the prospective customers or the group of people. The budget is also made for expenditure of social marketing campaign.

## **5 Execution of action plans**

Final aim of the social marketing is to overcome social problems for long term interest of the society and to overcome this problem proper execution of action plan is quite essential. In this step while implementing the action plan advertises and goods are distributed to the proper customers or the group of people. In order to do this work help of proper persons are taken. Development of human resource and training is also conducted for proper execution. Implementation of social marketing is conducted by factors of marketing mix as production, price, distribution, and growth. In this way the action plan is executed.

## **6 Evaluation and feedback**

After the execution of action plan the final step of social marketing is evaluation and feedback. Under this step the objective of social marketing is examined. Evaluating involves comparative study of actual work with planned work, here it is necessary to find out that the actual work is being executed properly and results are obtained at each stage as per the plan. If results are as per the plan then plan is continued to implement. And in case of deviations, corrective steps are taken immediately.

## **Significance / Need of social marketing**

- 1 Social marketing Promotes consumption of products that are socially desirable.
- 2 It helps to push health consciousness in people and helps them to adopt healthier lifestyle.
- 3 It is useful to promote green marketing.
4. It is important to eradicate social evils that affect the society and quality of life.
- 5 Social marketing is one of the cheapest ways of marketing
- 6 The most important advantage of social marketing is that anybody may take advantage of it, even from their own home.



## **Conclusion:**

Social marketing is a new trend of marketing that differs from commercial marketing concept in two ways firstly the aim of commercial marketing is to earn profit but in case of social marketing aim is to serve society for healthy lifestyle. The secondly the commercial marketing is carried for marketers benefits whereas social marketing is undertaken for societal benefits. It is therefore social marketing is very important concept of marketing for societies welfare. Thus social marketing is the use of marketing theory, skills, and practices to achieve social change. In other words the term Social marketing is the application of commercial marketing techniques to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of society of which they are a part.

India is ranked second in the world by population, where social marketing has become essential part to make aware the society because there are many social problems like health, education, water pollution, public sanitation, balanced development etc. government takes care to solve the problems and many activities are conducting to meet these problems through social marketing approach for example. By showing different documentary films, cinema like toilet, Padman for social healthiness, social marketing campaigns are conducted. Under the Pani foundation (water foundation) (NGO) social marketing is conducted for conservation of water. Especially in health sector social marketing programs are extensively conducted. Govt. departments, non-govt. organizations, social institutions, religious organizations, business organizations, political organizations etc. are actively working in the field of social marketing. Finally to conclude that however social marketing activities are largely conducted till there is a great need of social marketing for society's healthy, happy lifestyle.

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