Conceptual Framework of Social Marketing

*Dr. A. Merlin Thanga Joy, Dean – Management & Commerce, AJK College of Arts & Science, Coimbatore

Abstract

Most promotional activities become unsuccessful because the programmes did not reach the people. When Commercial Marketing principles are applied to the promotional activities the results would be effective. Social marketing includes the application of commercial marketing techniques to the analysis, planning, execution and evaluation of programmes designed to influence the voluntary behavior of target audience in order to improve their personal welfare and that of the society.

Keywords – Social Marketing, Social Marketers, Commercial Marketing

1.1 INTRODUCTION

The term Social Marketing was initially coined by Kotler and Zaltman in the year 1971. Over the years the term had few modifications and by 2006 it was defined as" a process that applies marketing principles and techniques to create, communicate and deliver value in order to influence target audience behavior that benefit the society as well as the target audience" (French & Blair, 2005)[1].

Social marketing has been defined as "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 their society" (Andreasen, 1995)[2].

1.2 KEY ASPECTS OF SOCIAL MARKETING APPROACH

- ❖ Social Marketing tends to bring about a change in behavior, not a change in attitude
- ❖ Social Marketing is done for the benefit of individuals or society it does not focus on organizational benefits or gaining profit.
- ❖ Social Marketing is an audience centered approach and focuses on them having a primary role in the process.
- ❖ One that considers how each element of the marketing mix could be applied to the situation and selects the best elements to address based on goals and resources.
- ❖ Social Marketers divide a large population into smaller segments and addresses the needs and wants of the people so as to bring a change in their behaviour.

2 REVIEW OF LITERATURE

Blair J. E. (1995)[3] reports that Social marketing is differed from commercial marketing by its motive to bring about a change in behavior and lifestyle. The 4ps of marketing such as product, price, place, promotion are integrated into the social marketing strategy for satisfying the needs and wants of customers. Social marketing is distinguished by its emphasis on "non-tangible" products such as attitudes, opinion, and behavioural changes. "Marketing mix" is a social marketing strategy that intertwines elements of product, price, place, and promotion to satisfy needs and wants of consumers

Saren et al (2003)[4] reports that social marketing combines the phenomena of Social, Commercial and critical marketing thought and uses marketing principles to address social problems. Implication of commercial marketing principles play an important role in influencing the behavior of the people. Social marketing will flourish when there is proper understanding of the good that marketing can bring to the society.

Andreasen (2002)[5] says that the barrier to the growth of social marketing is due to the lack of understanding about what the field is and its role in changing the behavior of the people. Proper understanding about the subject matter, product, brand levels and its intervention could make social marketing a better tool for social change.

EVOLUTION OF SOCIAL MARKETING

Social Marketing has its roots when G.D Wibe asked the question "Why can't you sell brotherhood and rational thinking like you sell soap?" in the Winter 1951-1952 edition of Public Opinion Quarterly .He felt that marketing practices could be used for solving social problems and when non profit campaigns are organized like commercial marketing practices it could bring more success. After twenty years the concept of Social Marketing was prominently published in Kotler and Zaltman's 1971 article that   introduced the Social Marketing concept into the Society.

International development programmes and academic debates were held about applying marketing principles for social issues, which helped in the practical implication of Social Marketing practices. Promotional activities by the distribution of contraceptive products for family planning were conducted by International Development Agencies in Developing Countries with the application of   Marketing principles. Similarly other health education campaigns were held applying audience segmentation and customer oriented approach. The practices and debated held during this decade led to the development of Social Marketing. (Andreasen, 2006)[6]

It was during 1971 that the term "Social Marketing" was coined. It was introduced by Kotler and Zaltman in their book, "Social marketing: an approach to planned social change" (Kotler & Zaltman, 1971)[7]. They defined Social Marketing by relating Wiebe's idea of applying marketing practices for solving social issues and stated how marketing practices could be used for addressing social concerns. But their proposal gained so many controversial ideas and some academicians claimed that marketing should not be used to other arenas (Andreasen, 2006)[6].

It was during 1980 the Social Marketing practices started gaining importance. During this decade the academic debate shifted from the question "Should marketing be applied to social issues?" to the question "How can marketing be applied to social issues?" (Andreasen, 2006)[6]. At the same time, the health community began embracing the practice (MacFadyen, et al., 1999). The first social marketing textbook was distributed in 1989 (Kotler & Roberto, 1989)[8].

By 1990, social Marketing had overcome the earlier conceptual issues and started to define itself better. A major rise came when researchers clarified behavior change as its niche. This helped to distinguish social marketing practices from other promotional practices and commercial marketing practices. It was during this decade huge contributions were made to this field. The Social Marketing Academic journals was launched in the year 1994. In 1995 Andreasen's textbook integrating stages of change thinking into the social marketing process was published.

From the time when the term was coined till now social marketing has seen huge improvements and success. Social Marketing is now considered as an effective way for changing the behavior of the people and doing good to the society (Kotler, et al., 2002)[9]. The first Social Marketing Conference was held in the year 2008. An initiative was taken to launch a social marketing institute. Social Marketing is well established in North American and is being implemented in other countries as well.

3 SOCIAL MARKETING FOR PUBLIC HEALTH

Few trends used for Social Marketing (Hong Cheng & Nancy Lee, 2011) are

A. Integration of 4 P's

Social marketing is something more than the normal health promotion strategies. It becomes successful only when the 4ps (product, place, price, promotion) are integrated and implemented properly.

B. Building Partnership

Partnership can be often considered as an extra " p" in Social Marketing. Partners for Social Marketing can be non-profit organization, Government, Private Sector, Media, Local Communities and even individuals.

C. Corporate Social Initiatives

Corporate organizations have a great social responsibility and have now become very active in participating and developing social initiatives to bring about a good change in the society. Corporate social initiatives include few options for doing social good.

- Cause related Marketing to make contributions to social cause based on product sales.
- Corporate social Marketing to support behavior changing campaigns.
- Corporate philanthropy to make direct contributions to social cause

- Community volunteering enables employees to offer time and talents.
- Socially responsible business practices.

D. Integration of various Communicable Formats and Media

Social Marketing becomes successful through the utilization and integration of communication formats and Media. The integration helps in the effective delivery of messages to the people and also increases the effectiveness of each channel ie the application of the phenomena "the whole is greater than the sum"

Communicable Formats – advertising public relations, Sponsorships, Personal Communication.

Communication Media – Newspapers, Magazines, Radio, Television, Cinemas, bill board, desktop screensavers, Posters, Internet.

E. Edutainment

Edutainment is a term derived from Educational entertainment, which means showcasing the message or information through entertainment formats familiar to the people such as entertainment shows, tv programs, Computer and Video games, Films and websites.

F. Paying attention to Social Cultural and Regulatory Environment

Social Marketing policies are often affected by the social cultural and regulatory factors. It becomes more successful when the government has active participation in it.

G. Valuing Market Research

Research plays an important role in the success of Social Marketing. Through proper research one can come up with a brilliant Social Marketing strategy based on the needs and wants of the target audience. It helps identify the feasibility of the target market based on social, cultural, economic and technological factors.

H. Focusing on Behavior Changes

Social Marketing campaigns are meant to bring about a change in the behavior of the target audience. It may bring about a change in smoking, drinking habits or awareness about a disease.

I. SOCIAL MARKETING (PROPOSED MODEL)

The key components of the Social Marketing Model(Puja Mahesh, 2007) are

A. Need Assessment of Consumer

The main aspect of social marketing approach is to understand the nature of the customer and design products that would satisfy their needs and wants. The social marketers who organize a social marketing campaign need to learn the behavior of the people that has to be changed, their aspirations, values, beliefs and attitude, the social, environmental and cultural factors that influence their behavior.

Many people equate social marketing with the commercial marketing practices. In order to avoid the confusion it is required that the planners of the campaign design and distribute products that would actually bring a behavioral change.

B. Consumer Research

Social marketing being a consumer oriented approach requires a research on the perception of the customers towards the price of the product, the benefits that could be brought about and the factors that influence the behavior of the consumer.

C. Audience Segmentation

Another important feature of social marketing is audience segmentation. It is the process of dividing a population into groups based on the features that influence their response towards the interventions. These groups are called the subgroups. It is divided based on the demographic, behavioral and attitudinal data.

D. Social Marketing Mix

The Four P's of marketing i.e Product, Price, Place, Promotion are very much relevant to th

Social marketing practices as well. Besides, Four more P's can be added i.e Partnership, Policy, Politics and Participation by audience (communication). Besides, Competition can also be gauged in. If this Marketing and Communication mix happens properly a successful social marketing campaign is supposed to occur.

1)   Product

Product is the attitude, knowledge, or behavior that the target audience is supposed to adopt.

The product can be an idea such awareness for alcohol or smoking related diseases. The product could also be commodity such as seeds for a substitute cash crop such as wheat or corn, or a nicotine substitute to help smokers quit. The exchange for such program benefits is "costs" which may be intangible (e.g., changes in beliefs or habits) or tangible (e.g., money, time, or travel)

2)   Price

Price is what the audience must give up in order to receive the benefits of the Social Marketing program. Price in social Marketing is usually something more abstract than money. The price of adopting the product could be:

- Money
- Time
- Pleasure
- Loss of self esteem
- Embarrassment
- Psychic hassle
- Physical trauma

3) Place or Channels

Place is the where the product reaches the customer. Place could be a retail outlet or an information received through a channel. Social Marketers identify the place where people frequently use, so that the products and the information can be placed there. It determines

- Where behavior is practiced?
- Where decisions are made?

Some important determinants for place include:

- Will the product be available at instructed place?
- Will there be enough products to meet the demand?
- Can the place be easily accessible?
- Has the right time for delivering the message been chosen?

4) Promotion

Promotion is a way of convincing the target audience that the product is worth the price. It includes campaigns, posters, distributing leaflets, advertisements through televisions, radio and newspaper. Promotion requires a proper coordination with the 4ps so as to be effective. Promotions create demand and it can also be done by the integration of the public and private organizations.

5) Partnership

Partnership in social marketing is the integration or teaming up of two or more organizations to promote a social cause. The campaign becomes effective when partnership happen. Eg for promoting AIDs awareness WHO, NACO, UNAIDS and other non governmental organizations work together.

6) Policy

Few policies have to be made for sustaining social marketing in the longer run. Ex tax exemptions are allowed to organizations for donations.

7) Politics

The social marketers have to first deal with a group other than the target audience. Leaders of the village or community leaders or religious leaders may be the decision makers of the community and their approval is necessary. Moreover their participation triggers a quicker change in behavior.

8) Participation

Active participation from the community is required as the message will reach them only when they take part in the promotional activities. The participation is required from the place where the campaign is happening, the place where the products are distributed and places where the promotional activities take place.

9) *Competition*

What competes the existing product?

- How can the product be positioned to be more competitive?
- What do the customers think about it?
- Can its benefits be enhanced?
- Can the costs be lowered?

E. Develop and Pre-test your Material

- Developing messages and concepts that has to be delivered. It includes the way in which the message is presented, the person to be delivering the message, the slogan or other important symbols and words.
- Designing a message that appeals to a variety of emotions and perceptions such as logic andreason, self-esteem, fear, and patriotism.
- . Use an engaging style.
- The target audience must be convinced that the vocabulary, tone, and appeal are meant for them.

Pre-testing deals with assessing the response of the audience to the campaign.

- It measures the reaction of the target audience.
- It examines if the message believable?
- It examines if the message is relevant?
- If it will be acceptable?
- It measures the strong and weak points?

Pre-testing methods include:

1) Focus Groups— Focus group consists of a small group of 8 to 12 people who meet and discuss the ideas, perception, attitude, beliefs of the people towards the product and the Social Marketing Process. These groups are usually helpful in the initial stages to set up the theme, message and to determine the place.

2) Interviews— Interviews are done to identify the opinion of the people towards a sensitive issue that has to be Social Marketed. The behavior and other important things are identified through these interviews.

3) Central-Location-Intercept Interviews— This type of interview happens in public places where the target population gathers. The places include movie theatres, Schools, Colleges, Religious places and Shopping Malls. Questions are framed for quick answers that can be interpreted easily.

4) Theater Testing— Theatre testing enables many people in the same location view messages (such as public service announcements) embedded in other programming.

5) Self-administered Questionnaires— These questionnaires have to be filled in by the target audience enabling the Social Marketers to understand the opinion of the people. This method helps reach the rural people and other who were unable to attend the focus groups and interviews. The questionnaires can either by delivered directly or mailed.

6) Readability Testing— This process helps understand the reading level of the people. It identifies whether the target audience will be able to read and understand the materials that is to be provided during the Social Marketing process.

F. Implementation

Once the testing phase is over, the ideas generated and the material chosen to promote a behavioral change is being distributed through all the chosen channels.

G. Continuous Monitoring and Revision

A continuous program monitoring system is established to assess the efficiency of the program in bringing about a desired behavioral change. The monitoring systems also helps in finding the activities that are effective and those that are not effective and thereby enabling midcourse correction in the program intervention. Constant checks are being made with the target audience to identify their response towards the intervention and improve it as per their needs and wants.

H. Evaluation

Evaluation enables the programs coordinators to identify or understand the strength and weakness of the Social Marketing process and the product that is being distributed. It is done to find out what has worked well and what hasn't based on the objectives and goals established at the beginning of the process. It also identifies the level in which the program has affected the beliefs, attitude and behavior of the target audience.

Four types of evaluation are generally used:

1) Formative Evaluation enables testing of the material and it identifies the strength and weakness of the program intervention.

2) Process Evaluation reviews the tasks involved in the implementation the program. It tracks program activities. It answers questions such as –

       Did we do well?

       What has to be improved?

       How to improve?

3) Outcome Evaluation explains the immediate effects of the program. It helps find out whether the target population has shown any measurable changes in behavior, attitude, knowledge and perception.

4) Impact Evaluation describes the long-term outcomes of the program. It answers such questions as,

- What is the effect of the program on the community?
- How have the beliefs and behaviors of the target populations been influenced?
- What are the changes that have occurred?

The design, development, and analysis of both outcome and impact evaluations require the skills of a trained professional.

I. Feedback/Reconsideration

Feedbacks determine whether the same kind of intervention can be reused. If the feedback is positive the ideas used for the program may be reused to other target audience.

4 POTENTIAL OF SOCIAL MARKETING

Effective social marketing/communications can

- Change Behavior
- Create awareness
- Gain Knowledge
- Chance attitudes
- Show benefits of behavior change
- Reinforce knowledge, attitudes, and behavior
- Improve skills
- Bring out an immediate change

5 CONCLUSION

Social marketing for social concerns become successful when social workers or the social marketing campaigners understand and analyze the social factors and elements causing the problem and create policies and awareness that would reduce the burden of the issue. Likewise they need to be familiar with the needs and wants of their audiences and their behavior and attitude with regards to all their concerns.

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