

See discussions, stats, and author profiles for this publication at: <https://www.researchgate.net/publication/267574854>

# Social Marketing

Article in Indian Journal of Marketing · March 2003

CITATIONS

0

READS

50,434

2 authors, including:



[Murlidhar Ananda Lokhande](#)

Dr. Babasaheb Ambedkar Marathwada University

37 PUBLICATIONS 109 CITATIONS

SEE PROFILE

Some of the authors of this publication are also working on these related projects:



ENTREPRENEURSHIP DEVELOPMENT [View project](#)

## **SOCIAL MARKETING**

### **I. INTRODUCTION**

Marketing, being a social and managerial process, it must have social environmental approach, unfortunately very few business organisations cared for it. Social Marketing came into being as a separate discipline in the 1970s as a result of the acceptance of environmental approach by the Western countries. Now days, social marketing principles are being used in developing countries in areas such as health promotion, population control environment conservation, economic development, racism and human rights.

Social Marketing is not a new phenomena as its roots can be seen in development strategies, social reform campaigns in olden days. In ancient Greece and Rome anti-slavery campaigns were launched. During industrial revolution period, campaigns were launched to grant voting rights to woman and abolition of child labour in Great Britain.<sup>1</sup> Notable social reforms movements, such as, abolition of sati (Self immolation) system, abolition untouchability, prevention of child marriages, woman education etc. were successfully organised during Pee-independence era in India.

### **II. CONCEPT OF SOCIAL MARKETING:**

Social Marketing is a process of changing behaviour and attitudes of the public (Target group) for achieving social, economical, political and business objectives. Social Marketing refers to the development of awareness among consumers, organisations (i.e. social, political, business etc.) and general public regarding long term interests of the business world.

Philip Kotler and Gerald Zaltman defined social marketing as “ the design, implementation and control of programmes calculated to influence the acceptability of social ideas and involving considerations of product designing, pricing, communication, distribution and Marketing research”<sup>2</sup>

Commercial Marketing convinces consumers to buy different types of products and services on the same line, people can be convinced to adopt social marketing products such as health care, education or social reforms.

Andreasen defines social Marketing as “the application of commercial Marketing technologies to the analysis’ planning, execution and evaluation of programmes designed to influence to voluntary behaviour of target audiences in order to improve their personal welfare and that of their society”<sup>3</sup>

Social Marketing is also referred as societal Marketing. It aims at achieving the following objectives:-

- i. Satisfaction of Customer needs.
- ii. Improvement of quality of life.
- iii. Implementation of long term policy for customers and society’s welfare.
- iv. Freedom from all sorts of pollution and ecological destructions.

### **III. ASPECTS OF SOCIAL MARKETING**

In recent years, the world community has realised the ill-effects of technological developments, industrialisation, profit oriented marketing and malafide supply of product (i.e. hazardous to health and environment). So that sociologists, the social leaders, the philanthropists and Marketers advocated social marketing. Over the past few year, marketing experts, practitioners have tried to identify basic aspects of (component) of social marketing. These can be summarised as under:

#### **(i) Needbased and eco-friendly product mix.**

The social market product may be a physical product like contraceptives or services like health examination or ideas like environmental protection. The social marketer has to make the people ware about their needs, problems and then sell the need based products of services and not merely sell the products that he is having. Social marketing products that he having. Social marketing product must be essentially eco- friendly.

#### **(ii) Rational Promotional Policy:**

Social Marketing sells ideas, thoughts (i.e. Antodaya) attitudes and behaviours (i.e. social, Religious etc.) for the propose of promoting, social products, social marketer uses advertising medias, public relations, door to door selling, public meetings, vehicles, distribution, of coupons etc. Social Marketing gives emphasis on adoption of promotional policy by all organisations (i.e. social educational, business etc.) The promotion of products/ services should not be anti-social, anti-ethics and anti-ecology.

**(iii) Reasonable price of the Product:**

The price of the social marketing product may be in the form of money, time, labour or in the form of trouble (i.e. trouble after immunisation). The social marketer has to adopt reasonable pricing policy in which the benefits gained by the consumer are greater than the costs of the product. While making pricing decisions, he must consider factors such as, the purchasing power of the target groups and quality of the product. Too high or too lower prices of the products may get less or no response of the consumers. It has been observed that neglecting the interest of consumers, some pharmaceutical companies and soft-drink manufacturing companies maintain 400-500% profit margin on cost of the product<sup>4</sup>. Social marketing does not allow such type of exploitation.

**(iv) Effective and efficient Distribution:**

Social marketing products may be tangible (i.e. body building equipments), intangible ideas (i.e. spiritual development), services (i.e. transportation, communication, etc.) and practices (i.e. Morning walk, breast feeding, use of condoms etc.) The social marketer has to provide social products to the customers at the right time and at the right place so that they are really benefited. The place of distribution should be well communicated and accessible to the consumers.

**(v) Partnership between organisations and society:**

Social marketing aims at achieving long term goals such as health promotion, production, population control, environmental conservation etc. these issues are complex and require combine efforts by various organisations (i.e. Govt. Organisation, Non-Govt. Organisations, Educational Institutions and other Social Organisation) to give better results.

**(vi) Suitable Govt. Policies:**

Social marketing programmes may attract resistance from the target group. For example, introduction of Sex education at school level is being opposed by parents in India. Social marketing seeks political support to implement controversial social issues such as, prevention of child marriages, encouraging inter-caste marriages, population control etc. many a times political diplomacy is needed to gain support of the target group. While implementing the social reform campaigns, the target group should be taken into confidence. This creates environment suitable to behavioural changes required for social programmes.

#### **IV. APPLICATION OF SOCIAL MARKETING:**

In recent years, Social marketing is attracting the interest of Non-profit institutions like educational institutions, hospitals, Govt. Organisations and Non-Govt. Organisations for marketing their services. Social marketing has a wider scope. Social marketing techniques have been used successfully in health promotion programmes such as family welfare, heart care, human organ donations, physical fitness, immunisation, awareness against AIDS, smoking and drinking.

Social marketing techniques are being applied in important areas such as provision of safe drinking water, soil conservation, preservation of wild life, forestation, protection of environment etc.

Social leaders have been applying social marketing strategies in areas like protection of human rights, abolition of casteism and racism. Since the 1970s the western countries have accepted environmental approach to developmental strategies. Business organisations have been applying social marketing techniques for implementation of their business policies satisfying consumers, long term welfare of the Society, attracting investors, motivating and training the workers.

The developmental strategies adopted so far are responsible for all sorts of pollution, (i.e. air, water, sound, etc.) Imbalanced ecology and have endangered the very existence of human beings. For example, detergents used for cloth washing is responsible for water pollution and loss of aquatic lives. Popular plastic products are not disposable and create environmental problems. All sorts of vehicles add to air and sound pollution. On the contrary, the govt. has to spend crores of rupees on oil import bill. A number of research studies have shown that consumables like tobacco products, injurious, cosmetics are injurious to health. Still injurious products are being poured in the market. McDonalds and Kentucky, the pioneers of 'Fast food Culture' are making huge profits at the cost of consumer health. The indifferent attitude of marketers has brought irreparable loss to human life and the universe. Wrong marketing strategies are resulting in creating health problems, slums, pollution and ecological imbalance, the cost of which must be borne by the organisations making huge profits.

#### **V. RELEVANCE OF SOCIAL MARKETING IN INDIA**

The Indian society has been facing problems such as, poverty, population explosion, illiteracy, lower

capital formation and other social problems. The development strategies so far adopted resulted in degradation in social, cultural, environmental and health care, so the need of application of social marketing principles is felt urgently to enrich the life of Indian citizen. A research study has included that the industrial units situated in Champur, Mumbai, emit more than 111 tonnes of hazardous carbon dioxide daily. According to observation of Centre of Science Environment, Delhi, of the total water reservoir in India, more than 70% water is polluted. The NEERI (National Environmental Engineering Institute, Nagpur) has shown that ill-habits of people result in 60% water pollution while industrialisation is responsible for 40% water pollution in India. Due to consumption of polluted water more than 15 lakh children die of diarrhoea per year.<sup>5</sup> The major aluminium corporate in Orissa are damaging environment and are responsible for displacement of more than 2000 tribal families.<sup>6</sup>

Out of 3119 cities in India, only 209 cities are having sewage water treatment plants. The river Yamuna gets daily 2 crore litre untreated water. Calcutta and Mumbai have noise above 80 decibels. Bhopal gas Tragedy (1984) took victim of more than 2500 citizens, more than 40000 were handicapped and blind and still are suffering from various diseases. Ozone layer has been depleting because of pollution agents like chlorofluoro carbon and methyl chloroform emitted by cold storages, refrigerators and green houses. Due to this we experience hot waves having intensity of 45 to 50°C in our country. The worst oil spill during the 1991 Gulf War killed thousands of sea birds, fish and other aquatic lives. Deforestation is not only ruining environment but causing economic loss of Rs. 2.30 billions per year in India. In Agra city, the pollution created by industries is ruining the beauty of the world famous 'Taj Mahal'.

Deforestation in India is going on at a fast speed, running valuable flora and fauna coupled with irreparable loss to soil to soil. So the need of the hour is to protect environment from further loss. Business organisations, marketers, Govt. Organisation and NGOs, social organisations must apply principles of social marketing to achieve their respective goals coupled with the goal of enrichment, cultural and health facilities. In India social marketing principles are being used for achieving business as well as health care, population control, adult education etc. Still social marketing has a long way to go in a developing country like India.

## **VI. PROSPECTS FOR SOCIAL MARKETING**

In the 21<sup>st</sup> Century Social Marketing principles could certainly benefit the organisation (i.e. social, educational, health, political and business), the consumers and change the socio-economic and an environmental system, Information Technology has made communication systems very dynamic, interactive and effective. So the whole world has become a 'Global Village'.

In the world of Marshall Goldsmith "new technologies, new organisations and the rise of global village will have a profound effect on our sense of community in the years ahead. Two trends stand out: the explosion of our potential to communicate instantaneously and massively across the globe and, closely aligned with our ability to create communities of our choice"<sup>8</sup>. In future social marketers will have to adopt information technology to build rapport with target groups, gaining support of the masses to social reform campaigns, health promotion campaigns and creating awareness regarding environment protection for themselves and future generations.

## **CONCLUSION:**

Social marketing is being applied the world over and India is no exception. This concept has altered the traditional concept of marketing. Society oriented development strategy can be helpful in overcoming the serious problems like pollution explosion, ecological imbalance, world over poverty, imbalanced development and meeting the basic needs e.g. drinking water, food and shelter, education and health care. Social marketing can be applied in any sphere of life and can help in enriching the life of human being and care for safety of the universe. The explosion of information technology made communication very dynamic. The leaders of social change will have to adopt information technology for communication is interacting and confidence building among masses.

Let us hope that Indian development policies have the essence of social principles linked with non-pollution and ecology in the interest of present and future generations.

## **References:**

1. [http://www.hc.gc.ca/bppb/social\\_marketing/sm.html-9/10/01](http://www.hc.gc.ca/bppb/social_marketing/sm.html-9/10/01).
2. Kotler P & Zeltman G. Social Marketing: An Approach to planned social change, Journal of Marketing (1971), 35, 3-12.
3. Andreasen A.R. Marketing social change: Changing behaviour to promote health, social development, and the Environment 1995, San Francisco: Jossey Bass.
4. Dr. Mrs. Laturkar V.N. Social Marketing – A Holistic concept of management, Indian Journal of Marketing, vol. XXXI, June, 2001, P.No. 14.
5. Prof. Rane Sunil, Environment Science – Vyanktesh Publication Latur, 1996 P.No.36.
6. Das Vidya, Mining Bauxite maiming people-Economical & political weekly, vol. XXXVI -28 June 2001, P.No.2613.
7. "Choked Existence" Rashtriya Sahara, Jan, 1998, P.No. 145-146.
8. Goldsmith M, Global Communications and Community of choice, The community of future, 1998, San Francisco: Jossey-Bass, P.No. 101-114.