

# Social marketing: A conceptual framework

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**ABSTRACT:** *The present paper is an effort towards understanding the general concept of social marketing. Social marketing was being seen as a design whose application and control could affect the appropriateness of social ideas and the same could be used for connecting deliberations of product development, valuation, communication, supply and marketing study. In other words, marketing methods are the linking tools between knowledge and the socially valuable application of what knowledge permits. Social marketing as theory or concept is apprehensive about sustaining the needs of target audiences in a way that wellbeing of total society can be observed. It can be allied with a many social difficulties like health, crime, the environment, etc. thus benefiting the consumer. Social marketing is about the application of marketing theories and techniques in such a way so as to inspire behaviour in order to achieve a social objective. Social marketing is similar to commercial marketing without the goal of maximizing profits or sales, but the objective is about changing the behaviour that would contribute towards society. The main objective of social marketing is to reach a social expected objective through individual's behavioural change.*

**Key Words :** *Social Marketing, Marketing, Behaviour.*

## I. Social Marketing: An Introduction

Kotler and Zaltman (1971) initially exhibited the expression *social marketing* in an article depicting the utilization of showcasing tenets and practices to build up a social impression, cause or conduct. It outdated social communication as a system for achieving social change by blending into economically determined ideas, for example, statistical surveying, item development and the arrangement of branches (Fox & Kotler, 1980).

In a research it was pointed out that social marketing was more or less like a management technique and did extend towards general principles of marketing keeping certain key elements in consideration like the extension of marketing, social marketing nature as a social process, the concept of exchange and the marketing mix. There were some definitions of social marketing which emphasized on promotion of social causes or ideas (Tena, 1988).

Lefebvre & Flora, (1988) stated that *social marketing is distinguished by its emphasis on non-tangible products like ideas, attitudes, and lifestyle changes*. They stated that social marketing tries to influence a particular audience through a medium hence making them adaptable to a given idea or practice and it is the result of it is a social change management strategy that translates scientific findings into action programmes (Ling et al, 1992).

The utilization of social marketing in reference to the rise of *maintainability* is outstanding. Different social marketing efforts go for conveying overall advantages for keeping up the idea of sustainability. Since the primary days of social marketing, the concerned projects have been evolving towards issues like environment cleanliness, in this manner promoting practices, like recycling. Other than this, social marketing have been highlighting on group based campaigns for promoting education related to environment. In a review directed by McKenzie-Mohr and Smith (1999) the principle accentuation was on group based social marketing efforts for manageability. In spite of the fact that their approach was limited to one issue it spoke to a world with the possibility to advance any type of supportability within societies (Zikmund & Stanton, 1971).

## II. Social Marketing: The Past

In a study during the early 70's, it was expressed that social marketing was a blueprint, execution and control of activities figured to affect the pleasantness of social considerations and included thoughts of thing orchestrating, esteeming and communicating exploration. Along these lines it is the unequivocal usage of exhibiting capacities to help translate bringing social movement into a more satisfactorily arrangement and bestows programs that motivate unreal group response. Toward the day's end, demonstrating methods are the scattering over frameworks between the essential responsibility for and the socially significant use

of what realizing grants (Kotler &Zaltman, 1971).

Social marketing is concerned with two basic factors, customer presentation and exchange. Customer's presentation is the key segment of a wide range of advancement, recognising it from offering (Kotler et. al, 1996). In social marketing, the customer around whom change is based, the social advertiser tries to build a relationship with the concerned target purchasers after some time and their information is searched for at all stages in the change.Exchange on the other hand is concerned with satisfying needs (Houston &Gassenheimer, 1987).

There are numerous implications of social marketing. It has been characterized as the plan, usage, and control of projects intended to impact the amplexness of social thoughts and concerning item improvement, estimating, correspondence, conveyance and promotional study (Kotler &Zaltman, 1971). Social marketing has also been considered as the use of business advertisements towards innovations in examination, advancement, execution, and valuation of projects intended to impact the intentional conduct of target groups of onlookers with a specific end goal to enhance their own welfare and that of society (Andreasen, 1994). Social marketing has been characterized as the utilization of advertising standards and practices to impact an intended interest group to energetically concede, dismiss, conform, or forsake a conduct for the advantage of people, gatherings, or society all in all (Kotler, et al., 2002). Social marketing is a buyer driven way, to deal with intentional conduct modification in a noteworthy piece of populace (Grier & Bryant, 2005).

Social marketing is the procedure that identifies with showcasing methods of insight and strategies to make, interface, and convey an incentive so as to influence target group of audience practices that help society and in addition the objective populace (Kotler, Lee &Rothschild, 2006). It is the precise use of advertising together with different thoughts and systems to accomplish particular behavioural finishes for social welfare (National Social Marketing Center, 2006). Kotler and Lee (2008) characterize social marketing as the procedure that identifies with promoting principles and techniques to make andconvey motivation measures, keeping in mind the end goal to impact target audience.

Beginning of social marketing is known to have advanced in parallel with commercial. In 1951, Wiebe posed the question about offering the brotherhood like cleanser. Philip Kotler, in later 60's utilized the term societal marketing in his book by which he implied socially reliable marketing by organizations. In 1971 Kotler and Zaltman circulated the primary article utilizing the term social marketing. In the concerned article they clarified that there is a division of marketing related practices that advertisers and general public can acknowledge to accomplish social persistence as opposed to money related increment (Kotler &Zaltman, 1971).

From an article publishes in early 70's, Kotler and Zaltman formally presented the idea of social marketing. Amid the essential stage the accentuation of social marketing was about behavioural related studies. This was a stage when social advertisers were slanted towards conduct not disposition. At the second stage accentuation moved towards building up a procedure perspective of social marketing plan. The third stage was worried with three levels of social marketing rehearses that were named downstream, midstream, and upstream (Kotler &Zaltman, 1971).

### III. Social Marketing: The Concept

Social marketing is based on positivist approaches composed on social exhibitions with the ordinary based reality of advancing. According to (Andreasen, 2002) asking for alteration to more feasible incarnate arrangements is complimenting a dominating subject in public sphere. Besides this, when individuals as specific individual or at association level are made an appeal regarding alteration of their conduct, they are requested to alter their respective individual character. Therefore, demanding change in behaviour is a major request. Individuals are not lucid, somewhat they are poised. They like to act inside the comfort of their own revered framework (Kelly, 1955).

Stimulus for conduct related change is more legitimate than objective. Every general public has a multifaceted and adaptable structure. In this way, social marketingreview should focus on embracing arrangements centred on and around people character. For this a social structural system may be a useful in introductory establishment. Social structures being perplexing in nature, the results are subject to numerous factors. From this time forward, organized behavioural change may be practiced by developing in a progressive demand. Subsequently, to change the conduct of people more than one approach is required. As demonstrated by social marketing programs they must be centredon managing a complex adaptable money related structure (Glouberman& Zimmerman, 2002).

It is fundamental to understand the individual or the group and their identity to know the social issues and propose an answer using social marketing approach. The periods of a change framework suggest that people travel through periods of examination, arranging, movement and support. They recommend that depending on transit of the overall population it should be slanted to. They additionally call attention to that after change in the favoured behaviour it may be difficult to tolerate it. There is continually a shot of relapsing back to the old undesirable propensities. In New Zealand a crusade flopped in a provincial town close to a noteworthy city. In the said villa people were all around fulfilled upper working class. Their reality was jeopardized by the expected establishment of supersized overhead powerlines. To get agreement of individuals the powerline organization offered budgetary affectations. The organization disregarded the social conditions of the occupants and neighbourhood setting of the village. The accentuation was just on financial repayment. The push to change the conviction of the occupants was messed up since the organization neglected to reverberate with uniqueness of the inhabitants (Conroy & Lee, 2006).

According to (Rose & Dade, 2007) in environmental movements the impact of values in driving behaviour 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 Grier and Bryant, 2005: Social marketing in public health include programs like increase in physical activity, increase in fruit and vegetable consumption, smoking cessation, and sexually transmitted disease prevention etc. For success of social marketing, several commercial marketing strategies may be applied. These may be social exchange theory, audience segmentation, the four Ps (price, place, product, and promotion), consumer orientation, and evaluation of the marketing campaign.

As indicated by (Rose & Dade, 2007) in ecological movements the effect of qualities in driving conduct and rising mindfulness are successful which consider the nearby conditions. Achievement of projects planned considering the neighbourhood conditions are more in examination with worldwide arrangements. Social marketing in general is helpful in incorporating projects like increment in physical movement, increment in leafy foods utilization, smoking end, and sexually transmitted malady anticipation and so on. For achievement of social marketing, a few business advertising procedures might be connected. These might be social trade hypothesis, group of onlookers division, the four Ps, purchaser introduction, and assessment of the advertising effort (Grier & Bryant, 2005).

#### **IV. Social Marketing: Elements and Process**

A social marketing campaign contains a mixture of certain elements. A customer is the most essential component and is considered as harbinger of progress in social marketing. The social advertiser or strategist looks to build up a connection with the client after some time taking their contribution at the vast majority of the phases in the advancement of a program through developmental, prepare and evaluative research. The customer driven approach of social marketing is an endeavour towards figuring out how to comprehend the client in a better way (Kotler et. al, 1996).

Exchange is give and take of specific assets or values between at least two gatherings including a few advantages. At the point when an exchange happens some kind of need gets fulfilled. This may incorporate trade of merchandise for cash or different things instruction as a by-product of expenses or a vote as an end-result of lower assessments. Social marketing plays the exchange as an accentuation on deliberate conduct. So as to encourage the exchange social marketing bring to the table individuals something that they truly need. Throughout the years it has been approved that advertising does not happen unless there are at least two gatherings including some exchange (Kotler & Zaltman, 1971).

Social marketing depends on long haul approach of planning. The planning capacity has been given extensive significance throughout the years by different creators on social marketing. The long haul arranging methodology depends on situational examination of the inside and outside condition. It begins with characterizing the issue, setting destinations for the program and the plan of the showcasing procedure. The components of the social marketing are then created and pre-tried, before being actualized (Kotler, 1972).

Behaviour can be affected by social marketing. Being concerned with gatherings, associations and social orders, the behaviour alteration or change should be possible through social marketing. In addition, it's not just the individual customers but rather the whole condition which can get impacted by social marketing. There can be six overlay arrangements of the sorts of changesought in social marketing, two measurements of time and three measurements of concerned levelsat various social spheres (Levy & Zaltman, 1975).

The social marketing process is concerned with certain steps. Choosing a right behaviour is the first step which concerns two stages. Initially, the behaviour is divided on the premise of non-divisible and end-

state variables. Secondly, identifying barriers and benefits which related to the development of effective behavioural change and is based on knowing what barriers exist. Revealing barriers and benefits comprises a blend of techniques which may include literature searches, past barriers, observations, focus groups and surveys. Thirdly, certain strategies have to be developed. Research in the social sciences has recognized a number of tools that can be developed to nurture behavioural variations. This may concern tools such as commitment, prompts, norms, goal setting, and convenience, which are carefully selected for addressing barriers and benefits. Fourthly, group based social marketing procedures are pilot tested before getting executed on more extensive scale. This unquestionably is critical for deciding their adequacy in changing conduct and furthermore for their cost-viability. Lastly, evaluation is done which includes straight estimations of changes in conduct and other related assets. These estimations are favoured over self-reports of behavioural change or evaluations of changes in methodologies. Assessment additionally gives the prospect to a stage to be recognized to improve its viability (Mohr & Schultz, 2014).

## V. Conclusion and Scope for Future Research

Social marketing is an emerging field. For many years speculations have been created yet less information is accessible on its application. The principles of commercial marketing are linked in social marketing. The core emphasis of social marketing has been lifted from behaviour alteration to change in outlook of target audience. Through consolidation of web-based social networking, social marketing entered another stage. But in this present world there is technology gap. Thus, social marketing needs to concentrate on the intended interest group living outside the digitalised world to address their social issues.

Social marketing is an expanding field. For a long time theories have been made yet less data is open on its application. The principles of commercial marketing are followed in social marketing. The main accentuation of social marketing has been lifted from conduct adjustment to change in standpoint of target gathering of people. Through solidification of online person to person communication, social marketing entered another stage. In this way, social marketing needs to focus on the planned intrigue bunch living outside the digitalised world to address their social issues.

From the literature review it is can be recognised that more study is essential to understand the consequence of various appeals in social marketing. Endorsements done by celebrities have been successful in commercial marketing. Hence, competence of celebrity endorsement as a marketing application in social marketing needs to be explored. Combining opinions from unlike fields like, commercial marketing and social science, the social marketing may be acknowledged as conventional tool for the benefit of the humanity in a sustainable and profitable way.

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