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Socialmarketing-A tool for advertising public services

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Abstract: Social marketing is increasingly being used by governments and organisations to address a broad range of social and health problems. The social marketing was tuned from last four decades, it seeks to influence social behavior benefit the marketer, audience and the general society. The highlights of social marketing as a means to change voluntary behaviour in individuals and to influence policy. In the current era, many companies are in the race of social marketing by helping the society to prove they better and to catapult their competitors for better image in the society. Organization tries to gain corporate image for it self both in real/ perceptiveterms. With the help of societal marketing, the organization establish escloenessto the society/community people. It can be called as the understanding of both commercial and social sector which provides the realistic critiques of marketing and intelligence solutions. In short it will flourish by exploiting understanding of the good and bad that marketing can bring to society.

Key words: Marketing, Advertising, increasingly, Social behavior, escloenessto, corporate image

Introduction- Social marketing was "born" as a discipline in the 1970s, when Philip Kotler and Gerald Zaltman realized that the same marketing principles that were being used to sell products to consumers could be used to "sell" ideas, attitudes and behaviors. Kotler and Andreasen define social marketing as "differing from other areas of marketing only with respect to the objectives of the marketer and his or her organization. Social marketing seeks to influence social behaviors not to benefit the marketer, but to benefit the target audience and the general society." Social marketing is the application of commercial marketing concepts and techniques to target populations to achieve the goal of positive social change. The social marketing that is practiced in the cases could be characterized as cause-related marketing. This means that the general purpose of these programmes is to deliver mutual benefit and well-being for both consumers and the partners of the programme. In cause-related marketing it must be taken into account that some consumers look for signs of good corporate citizenship. This applies to such programmes in which both social marketing and product sales are combined. This is far more effective than simply telling people what they "should do." The target population is more likely to adopt a desired behavior if we assess and subsequently try to change their attitudes toward the behavior, their perceptions of benefits of the new behavior, and their perceptions of how they think their peers will view their behavior. Social marketing relies on commercial marketing's conceptual framework to guide program development and implementation. Social marketing identifies consumer wants and needs and then develops ways to satisfy them. Social marketing may be used to get people to adopt new protective behaviors such as healthful diets or exercise, or to stop practicing risky behaviors such as smoking. The product may also be a service such as prenatal care or immunization, with the objective being to increase people's utilization of the service.

Objectives-

- ✓ Give information,
- ✓ Attract attention,
- ✓ Create awareness, and
- ✓ Influence the buying behavior of consumers.

Advertising is crucial in marketing but is also equally important and essential to social, cultural and political aspects of our lives.

The term 'Advertising' originates from the Latin word 'Advertere' which means "to turn the mind towards."

The dictionary meaning of the term advertising is "to give public notice or to announce publicly."

Advertising acts as a marketing vehicle and is useful for drawing the attention of people (prospects) towards a particular product or service.

Purpose of Advertising: Advertising facilitates large-scale marketing. It is a medium of mass communication. Manufacturers supply information about new products through it. The fact that companies spend millions of dollars on it through TV, radio, the internet, and newspapers indicate its benefits in sales promotion.



The main purpose of advertising is to:



Figure No. 1 - Main Purpose of Advertising

The American Marketing Association (AMA) defines advertising as



Figure No. 2 - AMA's Definition of Advertising

Methodology: Social marketing aims to change or maintain behaviors for the benefit of individuals and society, using marketing techniques to achieve social goals. It is used to examine several forms of communication, including text, colour, and visuals. It is a technique for discursive analysis that considers how different communication modes interact with one another to produce semiotic meaning as well as how they each communicate independently. The three modes—writing, image, and color—in one sign provides tangible advantages. Each medium accomplishes a particular task an image illustrates what would take too long to read, and text names what would be challenging to illustrate. To draw attention to particular parts of the broader message, colour is used. Social marketing is not a science, but rather a professional craft which relies on multiple scientific disciplines to create programs designed to influence human behavior on a large scale. Commercial marketing targets purchase behaviors, product choice behaviors, and product promotion behaviors. People are asked to buy products, switch brands, and talk favorably about a company's product. Social marketing typically targets complex, often socially controversial behaviors, with delayed and distant benefits to audiences who often do not recognize they have a problem, much less are looking for a solution. Like other professional crafts (that is, clinical medicine) marketing uses science extensively, but it is also learned through experience. It is a flexible framework within which scientists, managers, and artists work together to influence behavior on a massive scale. Social marketing has been in the marketing literature since the 1960s. Variations of social marketing have been applied to promote traffic safety, tobacco control, drug prevention, childhood immunizations, improved nutrition and diet, and environmental behavior, as well as to reduce infant mortality.

Effects of social marketing programs: Unsuccessful social marketing programs are also well documented. They include high profile programs such as the US National Anti-Drug Campaign of the late 1990s, the early anti-smoking campaigns, as well as numerous other programs throughout the world. The US Got milk? Campaign demonstrated the difficulties of effecting widespread behavior change. The \$110 million ad campaign ran over five years and showed no corresponding increase in milk sales. Changes in milk packaging and flavoring caused a modest increase, but competition from the booming bottled water industry and a price increase for raw milk caused those increases to eventually disappear. Social marketing is a continuous struggle against unpredictable competing forces.

The Centers for Disease Control and Prevention's VERB campaign, which promoted activity among teens 9–13, reported a 74% national awareness of the campaign after one year. Dozens of HIV/AIDS prevention efforts ranging from the Swiss Stop AIDS Program, which increased condom use in casual partners from 50% to 80%, to programs throughout the developing world in Uganda, Jamaica, Brazil, Thailand, etc, have also shown positive results. PREMI, a program in Ecuador, increased full immunization coverage of the highest risk infants at one year of age from 5% to 28% in 18 months.

Evaluation: There are too many concepts of campaigning covered under the project of social marketing, let me show you some of the concepts of campaigning over here



समय पर प्रिकॉशन डोज लगवाकर पाएँ कोरोना महामारी के खतरों से सुरक्षा #HameinNaazHaiHindPar





Potential of Social marketing: Effective social marketing/communications can

- Raise the volume of the public health voice.
- Raise awareness
- Demonstrate skills
- Prompt an immediate action
- Increase demand for services
- Increase knowledge
- Influence attitudes
- Show benefits of behavior change
- Reinforce knowledge, attitudes, and behavior
- Refute myths and misconceptions
- Influence norms

To conclude, it can be said that Social Marketing has a major role to play in the developing countries where there are several problems. People first need to be sensitized so that they become aware of their problem and once they realize that the problem exists then only they can work for it. Thus, there is a need to use a combination of marketing and communication mix emphasizing much on participatory communication.

Conclusion:

- ✓ Why is a social marketing approach relevant and necessary in today's environment?
- ✓ How can an understanding of consumer /human behaviour help to develop appropriate actions and interventions?
- ✓ Who are the target markets for social marketing programmes?
- ✓ What is the role of marketing communications and branding in achieving behavioral change?

Social marketing aims to achieve behavioral change across a wide range of issues which are crucial to the well being of individuals, groups, communities and the planet. By understanding the motivations of individuals and organizations and the factors which influence this, social marketing programmes can be developed to influence and achieve behavioral change. There are many techniques and approaches which are available to the social marketer; in particular, the role of stakeholder analysis, market segmentation, marketing communications and branding have been highlighted in this unit. There are many other important areas which have not been directly addressed, for example, the crucial role of research in developing insight into consumer and organizational behaviour, the social marketing planning process, the nature of relationship marketing, and the role of service organizations in the delivery of social marketing programmes

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