**SOCIAL MARKETING**

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***Question 1: Discuss what are the main areas of differences between the commercial marketing and social marketing practices? What do you think are the similarities between the both?***

**Answer:**

Commercial Marketing is the process of identifying and accomplishing the needs and desires of the consumers in profitable manner.

Social Marketing is a process of social awareness about a social issue for a social good that can improve the life quality of both individual as well as society.

**Differences:**

The basic objective of social marketing is to work for social good while commercial marketing aim is to obtain financial gain. Social marketing bring together both social policies and commercial marketing planning procedure but on the other side it will be risky if social good/cause is integrated with commercial marketing objectives. The purpose of social marketing is to change negative attitudes of individual or groups into positive behaviors, for example; social marketers focus is on healthy life style of individuals so they will try to shift minds from junk food towards clean green vegetables eating, so the initial goal of social marketing is social wellbeing and improve lifestyle of individuals. While the goal of commercial marketers is to provide goods and services to fulfill the desires of consumers by adding monetary value, so the commercial marketing is more profitable approach while social marketing is non-profitable. Social marketing is funded by government and nonprofit organizations and commercial marketing is operated by corporations and business firms. The main concentration of commercial marketers is on tangible goods and services while social marketers’ center of interest is to change attitudes of consumers regarding social cause. They have short timeframe for product selling activity in commercial marketing but in social marketing it took a longer period of time because it is harder to change the mindset of people regarding new reality. In commercial marketing the profit goes to the investors or shareholders while social marketing the society get benefits in other words the commercial marketers satisfy customers’ needs and desires but customer involvement level is quite low and is social marketing they work to improve the lives of society without any profit motives and here the individual involvement level is higher.

***For example*** an automobile company’s aim is to produce cars with better quality and unique features to satisfy the customers need and to generate profit is an example of commercial marketing but social marketing aim is to give a message that a company should emphasize on producing environment friendly cars to avoid pollution and keep the environment clean. In crux the commercial marketing aim is to sell tangible goods to generate profit while in social marketing the aim is to sell idea to change the behavior of individual to benefit the society.

**Similarities:**

As both commercial and social marketing are different concepts but both having some similarities. Both concepts have same approach of customer orientation as both schools have focus on consumers’ needs and desires by keeping consumers at center it means that they are viewing a situation through consumers’ eyes and it will help them to giving their best by producing such products and services that will benefit and satisfy both individual and society. In social marketing customer orientation approach is adopted for the society’s welfare while in commercial marketing it is for profit gain of the organization so it’s essential in both concepts.

The other similarity is both concepts have same objective of getting maximum output for their efforts in marketing activities as commercial marketers aim is making handsome profit and social marketers aim is to maximum benefit of society.

The procedures, techniques and tools that have influence on marketing activities are same for both philosophies is same. The research process in both phenomena are same i.e. first they do planning to know about a specific task then what type of resources should be involved in the activity, who will be the target audiences, implementation and evaluation straggles all are same in both approaches.

Both approaches use same strategy of market segmentation. It means that the marketers divide the audiences in groups in order to analyze customer’s needs and behaviors for successful results. Segmentation is helpful in producing desired results as different groups have different opinion and thoughts that differentiate them from the rest.

The planning process in both social and commercial marketing is same i.e. product, price, place and promotion. Commercial marketers sell a product for profitable gain by targeting specific group and then advertise it through print and social media. Social marketers sell an idea or social behavior for wellbeing of a society by targeting audience with no profit tactics and promote the idea through different seminars, workshops, social media platforms.

The results that are obtained from marketing activities are measured and evaluated for further improvements are equally carried out in both approaches.

***Question 2: Discuss in detail 4 different common themes being developed for social marketing practices. Please quote relevant examples.***

**Answer:**

The four common themes are:

**1)Influencing Behaviors:**

Social marketing is not only to aware people about your brand but it is more focused on changing people’s behaviors for the wellbeing of society. It is all about to empower people and raise the standard of living by investing valuable idea on the target groups’ for the betterments of society. Different types of opinions are attached when an idea is introduce; people may ***accept*** the idea and it is totally dependent on how you imitate your idea ***e.g.*** a campaign of birth control aims to aware people that having less kids are not easy for parents to raise them with best education and lifestyle but it will also lessen the burden on the economy. People may accept it if this idea is portrayed in such appealing manner that audience realize that its for their own benefit.

But there must be certain group in society that ***resist*** the change ***e.g.*** people already know that smoking is injurious to health but they are not willing to quit so the marketers need to imitate emotional blackmailing programs that warn the audiences that their smoking habits cannot affect their health but is also a risk factor for their loved ones. This behavior may bring positive change in audiences for the sake of protecting their loved ones. The third type of behavior that is expected is making changes in existing behavior i.e. a particular behavior already exist in a society but the marketers need to ***modify*** it. ***For example*** in today’s era people most likely to eat junk foods that are free of fats and unhealthy, so the “change” emphasize by social marketers is to transform people from unhealthy routine towards clean healthy eating i.e. more green vegetables in their diet and having exercise daily to stay fit and healthy more precisely moving from sedentary lifestyle to active living.

Bringing social changes in human behavior need a lot of effort and energy and it is difficult to educate the whole society as behavioral change is voluntary phenomena. The purpose of social marketing is to increase awareness towards an issue and to empower people by accepting the behavior.

**2) Utilizing a systematic process that applies marketing principles and techniques:**

The first step in process is to ***describe the social issue*** focused by project. The issue may be related to health crisis, polluting environment, safety measurement. After addressing an issue the next step is to ***conduct a research*** regarding the issue that what factors are involved that may affect the campaign. Both internal and external environment should be analyzed. It can be done through analyzing organization strength, weakness, opportunities and threats. First you have to look that the organization is internally more capable to run a campaign on specific issue it means that they have enough availability of resources, Availability of expertise to convince people. The other factors may be cultural, technological, economic and political factors that may affect the project.

In marketing research the more focus is on learning the different responses of behaviors by individual regarding social issue that are previously conducted and how the society responded. More emphasize is on following questions; What will be the reaction of people? How the change will affect the behaviors? What will be the motivational guidelines to encourage more people?

To strengthen the project effectiveness the 3rd step is ***segmenting the marketing***. As different people have different views and perceptions, so different element and techniques are used for different groups to motivate them. The segmentation can be done on the basis of culture, age, gender, income etc. E.g. healthy eating campaign will be more appealing to the health conscious group as compare to food lovers.

Establish clear ***goals and objectives***: it is how to influence the targeted audience and what tactics should be applied to let the audience accept, reject or modify the change. The goals and objectives should be clear enough so that people are willing to accept the social change. E.g. Motivating people to not throw the waste in rivers can cause to sea life, this may not be appealing to audience as human mindset is more self-centered and care for them only. So if such strategy is set that polluting the water has also negative impact on their lives related to health issues, then this campaign will be more attracting and they may willing to accept it.

***Product Positioning*** is the next step and is about how the social change can be appealing to the target audiences as compare to that of competitors. In simple words you have to change the minds of people in such a way that they voluntary accept the change for their own benefit as well as for wellbeing of society. E.g. you make to believe the targeted people that during driving avoiding their phones is for their own safety.

***4Ps***: It is the planning process by using marketing mix strategies i.e. product, price. Place and promotion. In social marketing the product is refer to the idea to change behavior of people for social good e.g. having seminars on doing exercise activity can help in staying healthy. The price in social marketing is when people adopt the behavior e.g. free fitness programs to motivate people. The place is target market of specific area and idea can be promoted through seminars, conferences, different ads.

The last step is ***evaluation***; it is to monitor the whole process by comparing the desired results with actual results, to know about the outcome that to how extent people are benefited and what changes are further needed.

**3) Focusing on priority target audience segment:**

The audience segmentation is usually based on people sharing same ideas, perception, knowledge, age, gender, religion, attitudes factors. To convey the message in effective manner segmentation is necessary, as it is helpful in understanding the desires, needs and different behaviors. Segmentation can help is identifying the potential of behavioral change in particular group and also resistant to change in another group. So the marketers divide the societal groups and set different kinds of goals and strategies to reach the audience and motivate them differently.

For example: The family planning project easily accepted by those who are more knowledgeable about problems of large families and their burden on economy as compare to those who are conservative and strict to their cultural and religious views. So here the awareness programs need a lot of struggle because of constraints.

**4) Delivering appositive benefit for society:**

Social marketing aim is to improve the wellbeing of individual as well as society by offering some social changes for social good. Those social changes if accepted by target audiences will defiantly benefit the society. For example the exploitation of resources is not only harmful for the environment but also cause global warming so if the resources can utilize in a sustainable manner it will help in protecting the environment. The social issue of overpopulation if controlled it will help the society to use less resources as having low burden on economy and it will also help in raising the living standards. The other issue of healthy dieting can benefit the society as people will stay healthy that means decline in different health crisis that has positive impact on society. The bottom line is every social issue of the society if deliver in such desirable manner that appeals the minds of audiences will directly benefit the society.

***Question 3: (A) Discuss why it is hard to change the behavior of the social members? If you are given a role of a social marketer which social behavior of the social members would you like to change? How and why you would wish to do?***

**Answer :**

It is hard to change behaviour of people because social marketing aims at exchange of behaviour. The existing sets of behaviours are to be changed for a better set of behaviours. The social markers not only aim to create awareness, and change people’s attitude towards an underlying issue rather it is about empowering people for the desired behaviour. In society people are accustomed to following certain set of believers and their actions and behaviours are in lined with those believes. Overtime these practices and behaviours become normalized. Changing behaviour is challenging the normalized pattern of behaviours which people find it hard to accept. As a human in society we tend to resist any change because that brings a sense of uncertainty, therefore it is hard to change the behaviour of people. Because people do not want to change the normalized pattern of life and are fearful of uncertainty.

**Why?**

If I had a chance to change people’s behavior as a social marketer, I would like to change the behavior of plastic consumption in daily life. Plastic consumption on daily basis is creating a huge demand for plastic production, which leads to pollution in the production process, as well as land pollution while they are being consumed. Today we are faced with greater threats of environmental issues and there are no proper waste disposal systems for plastics.

**How?**

I will use social media marketing platforms to change the behavior of people. Majority of youth as well as elder generation are exposed to social media. I can create digital representation by storytelling about how one plastic effect our environment and then take it to the effects of large-scale production. My marketing will bring in ideas of using alternative sources like, cloth bags, paper bags and reuse of plastics in our daily lives to save our planet.

***B: Write short notes on:***

**Corporate Social Responsibility**

Corporate social responsibility is a self-regulating model for business which helps them in being accountable to public, stakeholders, and themselves. By being part of CSR companies become aware and conscious of their impacts on society i.e. environmental, financial, economic and social. BY engaging in CSR companies aim to have a positive effect on society and environment rather than negatively impacting them. CSR can be performed through different activities, depending on the preference of the companies. CSR programs include donations towards social sector, and volunteer programs. CSR is a positive contribution towards society by the companies, and in return in helps boosts the brand recognition.

**Cause related Marketing**

**CRM** is collaboration between corporation and NGOs for mutual benefit. It is designed to promote the cause of the Non-profits and sales of the corporations. CRM can benefit the non-profit organizations in their fundraisings and exposure to greater markers. While for the corporates the brand recognition increases with an attached cause with the organization, thus the customer size increases which will lead to gains in sales. However, in choosing CRM both the corporates and Non-profits have to be conscious of their targeted audiences and their greater business or societal goals. The selection should attract audience who are conscious of social cause and are drawn to the corporate for the reputation.

**Societal Marketing:**

It is a process of delivering good and services to satisfy customers, fulfill the basic requirements of the company and works for the betterment of the society. In societal marketing the initial goal is human welfare and the secondary goal is profit making, it means that they not only focus on profit earning but also contributing to the wellbeing of the society. They believe in sustainable marketing strategies that to meet present consumer needs in sustainable manner without compromising on the future consumer needs. For example companies that focus on recycled products that do not damage the environment are contributing something good to the environment. Due to their efforts people are more aware about environmental crisis and are willing to buy more ecofriendly products.