

Volume 6, Issue 7, July 2018

International Journal of Advance Research in Computer Science and Management Studies

Research Article / Survey Paper / Case Study

Available online at: www.ijarcsms.com

Societal Marketing

Dr. Payush
India.

Abstract: Societal marketing is being seen as the next development in marketing. Whereas it is surprisingly that little attention has been focused on the operationalization of societal marketing orientation. Drawing from the literature in marketing orientation, quality of life marketing, well-being marketing, environmental orientation and corporate social responsibility, this paper analyze the concept of societal marketing to be a multi-facet construct consisting of customer concern, social concern, and environmental concern as a means of a sustainable competitive advantage. The paper reveals each component of societal marketing. This paper also provided theoretical, and practical implications and suggestions for future research.

I. INTRODUCTION

The societal marketing concept holds that a company should make good marketing decisions by considering consumers' wants, the company's requirements, and society's long-term interests. Societal Marketing creates a favorable image for the company and increases sales. It is not the same as the terms of social marketing and social media marketing. It is a term closely related to CSR and sustainable development. It emphasizes social responsibilities and suggests that to sustain. It calls for sustainable marketing, socially and environmentally responsible marketing that meets consumers' and businesses' present needs while also preserving or enhancing future generations' ability to meet their needs. The global warming panic button is pushed, and a revelation is required to use our resources. So companies are slowly, either fully or partially, trying to implement the societal marketing concept.

II. ORIGIN

In the 1960s and '70s, the unethical practices of many companies became public. The concept of Social Marketing surfaced in 1972, a more socially responsible, moral, and ethical model of marketing, countering consumerism. Philip Kotler introduced the concept of social marketing and societal marketing. The societal marketing concept evolved from older CSR concepts and sustainable development and was implemented by several companies to improve their public image through customer and social welfare activities. Marketers reassessed the adequacy during the early eighties of the marketing concept as a basic management philosophy. The reasons were the environmental and social conditions such as increased environmental pollution, energy shortages, population boom, neglected social services, hunger and poverty around the globe, and so on. Martin L. Bell and C. William Emory, citing the critics of the marketing concept, maintained that customer orientation's operational interpretation had not approached the philosophical meaning of providing long-run customer satisfaction and society's broader needs as the ultimate marketing goal. It is argued that the role of marketing must be related to social improvement rather than economic gain. It should also be related to human aspirations rather than only human needs and wants. Marketers should emphasize conservation rather than consumption. They should also consider customers and themselves integral parts of the greater society, not as economic factors. Because of such demands, marketers today face dilemmas; they find difficulties determining how much emphasis is given to social consideration and how much consumer needs satisfaction.

III. APPRECIATION

- Society (HumanWelfare)
- Companies must make sure the products, services, actions, and investment innovations serve society first.
- Consumers (Satisfaction)
- Products and services should be satisfying the consumer's needs.
- Company (Profits)
- Building long-term customer relationships, being socially responsible, and providing satisfactory products are important for profit-making and wealth maximization.

Societal Marketing has some related concepts also like Social Marketing, but the purpose and motives of both are different. "Social marketing is the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behavior of target audiences to improve their personal welfare and that of their society" (Andreasen 1995, p.7). Moreover, this concept emphasizes the solution of social problems where the bottom line is behavioral change. Unlike the societal marketing concept, the ultimate objective of social marketing is to benefit target individuals or society and not the marketer. Social marketing can approach a wide range of social problems in health, crime, environment, and social welfare (Andreasen 1995). Another popular term related to societal marketing is cause-related marketing. This term has been identified by Kotler (2000) as a form of societal marketing. Cause-related marketing is defined by Varadarajan and Menon (1988) as the process by which a firm creates a marketing strategy that is characterized by contributions to specific causes through customer interaction, which also serves to generate revenue for the firm itself. In addition, it can refer to a strategic positioning and marketing tool which links the corporation or its brand to a relevant social cause for their mutual benefit (Pringle & Thompson 1999). Basic objectives of this program include increasing sales, enhancing corporate stature, thwarting negative publicity, pacifying customers, easing market entry and increasing the degree of trade merchandising activity for the brand promoted (Varadarajan & Menon 1988). Due to the close relationships between the terms and concepts described here, the next section will demonstrate the effects of societal marketing on consumer attitudes using examples from not only societal marketing programs but also those of social and cause-related marketing.

IV. EFFECT OF SOCIAL MARKETING ON CONSUMER ATTITUDE

This has been founded that societal marketing effects the consumer attitudes. A number of industry surveys executed in different countries, such as the United States, the United Kingdom, Australia and New Zealand, have also been done to determine the effects of societal marketing on consumer attitudes (Business in the community 1997, 1998; Cone Inc. 2000; Cone/Roper communications 1994, 1999; Cavill + Co 1997 a, 1997 b; Jayne 2001). Those surveys all yielded similar results, that is, consumers expressed a more positive image towards a company that supports causes, and additionally prefer to purchase a cause-related product. If price and quality are equal, they would be likely to switch to a brand or retailer associated with a good cause. Moreover, they also believe that this concept should be a standard business practice. Nevertheless, discrepancies in what is considered a social cause, remain between consumer preference and corporate effort (Simon 1995). Similar results have been obtained from teen surveys as well, US teens consider a company's commitment to causes as the second most important factor after product quality when teens decide to buy, followed by price, advertising and celebrity endorsements (Cone, Inc. 2000). Furthermore, 86 percent of teens will tell their friends about companies that are committed to causes (up from 80 percent in 1999). In addition, teen girls are more supportive of cause initiatives than their male counterparts.

V. CURRENT SCENARIO OF CSR AND SOCIAL MARKETING IN INDIA

It has been observed that an effective partnership between corporates, NGOs and the government will place India's social development on a faster track. Today, CSR in India has gone beyond merely charity and donations, and is approached in a more organized fashion. It has become an integral part of the corporate strategy. Companies have CSR teams that devise specific policies, strategies and goals for their CSR programs and set aside budgets to support them. Directors were asked to identify some of the top CSR issues facing their board today and in the future. The most commonly mentioned topic was climate change specifically, followed by the environment more generally.

Employees

- Health and wellness
- Management of stress, conflict and new change
- Mental health of employees
- Work family balance

Customers and Products

- Product quality and ease of repairing
- Ethical conduct in sales and marketing
- Product offerings; line of green products
- Customer expectations

Environment

- Waste disposal and recycling
- Production technology and Sustainable marketing
- Stewardship programs
- Use of natural resources
- Environmental Pollution

VI. CONCLUSION

According to Indu Jain, Chairperson of The Times of India Group, "Societal Marketing & CSR is coming out of the purview of „doing social good“ and is fast becoming a „business necessity“." The people-centric approach in CSR makes the CSR practices of Indian business unique, while India shares with other developing countries in its CSR experiences and practices certain attributes that come with the process of development, such as a distinct set of CSR agenda challenges and the deployment of CSR as an alternative to government. CSR has come a long way in India. From responsive activities to sustainable initiatives, corporates have clearly exhibited their ability to make a significant difference in the society and improve the overall quality of life. In the current social situation in India, it is difficult for one single entity to bring about change, as the scale is enormous. Corporates have the expertise, strategic thinking, manpower and money to facilitate extensive social change. Effective partnerships between corporates, NGOs and the government will place India's social development on a faster track. Therefore the management heads and senior people at decision making process of corporate house must understand that their passionate attitude towards people and planet will bring a lot of changes in environment, people and business of the organization. There will be good wishes from people around them which are along term profit for the corporate. CSR is the human face of trade. Anything befitting human and related areas is appreciated. Thus corporate houses are very much appreciated and recognized for leaving aside their greed and contributing for society and nature. It is also a spiritual aspect of trade. Unfortunately, some corporate

leaders and their top management do not realize this. A smile in a neglected person can bring tons of satisfaction to the person or people who become means to it. Trade or industry will become a place to enjoy and means to real progress of nation. According to Ratan N. Tata, "We do not do it for propaganda. We do not do it for publicity. We do it for the satisfaction of having really achieved something worthwhile".

References

1. Philip Kotler and Kevin Keller, Marketing Management, 12th edition, Prentice Hall of India Pvt, Ltd., 2005, pp. 6.
2. Feldman, P. "Societal Adaptation: A New Challenge for Marketing"; Journal of Marketing, 1971, Vol35, pp.54-60.
3. Philip Kotler and Zaltmin G, Social marketing: an approach to planned social change, Journal of Marketing 1971, pp.3-12.
4. Chattanano, A. (2003), The impact of societal marketing programs on customer http://wiki.answers.com/Q/What_is_societal_marketing_concept#ixzz28UuqFIUw John Gaski, The Societal Marketing Concept, Business Horizons, July-August 1985, pp. 42-47. Andrew Crane and John Desmond,
5. "Societal marketing and morality", European Journal of Marketing, Vol.36, Issue 5/6, Jun 2002, pp. 548 – 569.
6. Brown, T.J and Dacin, P.A., 1997. The Company and the Product: Corporate Associations and Consumer Product Responses, Journal of Marketing. 61 (January),68-84.
7. Sen S.and Bhattacharya, C.B., 2001. Does Doing Good Always Lead to Doing Better? Consumer Reaction to Corporate Social Responsibility, Journal of Marketing Research. 38(2), 225-43. http://www.in.kpmg.com/pdf/CSR_Whi_tepaper. As on 20th October, 2012
8. World Business Council for Sustainable Development (WBCSD) (2000)
9. Corporate Social Responsibility: Making Good Business Sense, Geneva, p.33. Available:www.wbcsd.ch/ [accessed 15th August 2009]
10. Husted, B.W. and J.de Jesus, Salazar (2006); "Taking Friedman Seriously: Maximizing Profits and Social Performance", Journal of Management Studies, Vol: 43:1, pp: 75-91.
11. Pandey, R.K. and Tripathi, P.S. (2002)"Vedic values and corporate excellence", in S. C. Dhamija and V.K. Singh (Eds), Vedic Values and Corporate Excellence (pp.168-171). Uttaranchal, India: Gurtikul Kaugri University.