

Social Marketing for Better Living : A Study of Navi Mumbai

Dr. Pallavi Mehta

Associate Professor

Faculty of Management, PAHER University, Udaipur

John Joseph

Research Scholar

PAHER University, Udaipur

Abstract

In recent years, we are witnessing a rise in the insecure lives of human beings, non-ethical behaviors, improper behavior towards young girls and women, inequality of women in the society, and almost all the non-profit organizations have become profit-oriented organizations. There are unlimited social issues and causes that might attract social action. Numerous prospective solutions have been proposed for the myriad social problems with which the world is grappling. When we go through the problem of social marketing; it is pertinent to focus on the need and importance of social marketing. The perception of society is thus found related to the development of a system that provides a healthy environment to all the living beings to survive and thrive. The educational institutions in general have to make ways for developing thematically sound, personally committed, human oriented and value-based people so that the government and private organizations get quality people whereas a majority of the educational institutions making goodbye to ethical dimensions. This study has been done as a part of doctoral research in Navi Mumbai to explore the need and importance of social marketing concept and to empower the educational institutes for building a healthy social environment by playing a lead role for ethically transforming individuals.

Key Words: Social Issues, Social Marketing, Better living

Introduction

Social marketing is carefully planned, long-term approach to make changes in human behavior or attitude thereby to improve the welfare of physical, social and economic environment of people in which they live

by using the same collections or even more commercial marketing principles and techniques. Social marketing is the application of marketing along with other concepts and techniques, to achieve specific behavioral goals for a social good.

Social marketing seeks to influence social behaviors not to benefit the marketer, but to benefit the target audience and the general society. This technique has been used extensively in international health programs, especially for contraceptives and oral rehydration therapy, diverse topics as drug abuse, heart disease and organ donation. Social marketing can also be applied to promote merit goods or to make a society to avoid use of demerit goods and thus promote society's well-being as a whole. Example, this may include asking people not to smoke in public areas, asking them to use seat belts, prompting to make them follow speed limits, to avoid sneeze in the public to cover the face, to avoid use of drugs, to avoid use of tobacco etc. As the dividing lines are rarely clear it is important to avoid confusion between the Social marketing and commercial marketing.

Theoretical background

Theory of Reasoned Action (TRA) organizes itself around the constructs of behavioral and normative beliefs, attitudes, intentions and behavior which justifies the need and importance of social marketing for an individual. An extension of TRA, the Theory of Planned Behavior (TPB) adds the additional construct of self-efficacy - one's perceived control over performance of the behavior. In TRA, the most important predictor of subsequent behavior is one's intention to act. This behavioral intention is influenced by one's attitude toward engaging in the behavior and the need of change.

Social marketers often employ TRA and TP B, although it is most often implicit and incomplete. Subjective norms and referents, for example, are often the focus of social marketing programs (such as teen tobacco use prevention) even though the theoretical model may not be familiar to the planners. While we see great attention given to this half of the TRA "equation", one rarely sees the same level of concern given to how to change the attitudes toward the behavior itself.

Review of literature

Rogers & King (2012) have concluded that Portfolios can help students make connections between While a change in thinking about learning is emerging in social work education, portfolios are relatively recent arrivals on the social work education scene. Currently, in the United Kingdom, portfolios are being used more extensively by agencies and courses to chart the career progression of social workers. The hope is that portfolios and critical thinking will emerge as partners in educating students to become competent social workers. As with any innovative development, we must further work on the use of portfolios to address these emerging concerns.

Beverly, Sherraden (2009) Investment in Human Development as a Social Development Strategy, concentrating on Social Marketing published in the journal of Social Development Issues have concluded that the concept of social development provides a useful complement to economic oriented development and residual approaches to human welfare.

Kumar (2007) has concluded that establishment of rehabilitation centers for drug addicts to prevent the relapse of the habit to reduce the incidence is necessary. Active involvement of voluntary organization and social workers is

needed especially for the follow up of medically treated cases. Better equipped counseling centers with professional social workers, Counselors, and supportive staff should be established. The services should include medical and psychological treatment of addicts.

Research Objective

To study the need and importance of Social Marketing.

This objective was tested with the different socio demographic variables like religion and income

of the sample selected for study. The variables under study are:

H01: Religion has no impact on the need and importance of social marketing

The need and importance of social marketing was studied by applying factor analysis on various statements and the six factors identified are Communication, promotion, education , government Financial aspects, Nonprofit organizations which were tested by applying ANNOV to see the impact of these factors on respondents of different religion and income group.

Table 1: ANOVA Statistics of Religion has no impact on the need and importance of social marketing

ANOVA results						
		Sum of Squares	df	Mean Square	F	Sig.
Communication	Between Groups	1.821	2	.911	.541	.583
	Within Groups	1763.859	1047	1.685		
	Total	1765.680	1049			
Promotion	Between Groups	2.899	2	1.449	4.417	.012
	Within Groups	343.601	1047	.328		
	Total	346.500	1049			
Education	Between Groups	2.138	2	1.069	6.818	.001
	Within Groups	164.182	1047	.157		
	Total	166.320	1049			
Government	Between Groups	1.431	2	.716	6.096	.002
	Within Groups	122.889	1047	.117		
	Total	124.320	1049			
Financial aspects	Between Groups	1.143	2	.571	2.154	.117
	Within Groups	277.737	1047	.265		
	Total	278.880	1049			
Nonprofit organizations	Between Groups	1.884	2	.942	2.233	.108
	Within Groups	441.636	1047	.422		
	Total	443.520	1049			

Source: Author's Compilation

Interpretation: The above hypothesis is tested by ANOVA test and the value of test statistic F is shown in the above table. The impact of religion is tested on the need and importance of social marketing. The six statements were taken into consideration to assess the need and importance of social marketing and the test was applied to see whether individual of different religions have same viewpoint. The P value is significant for all the statements except two i.e. Communication services have been found

invading social and cultural values and the financial institutions in general, public sector banks and insurance corporations are not contributing substantial motivation to low income groups and mobilizing small savings. It interprets that to major extent religion has no impact on the need and importance of social marketing but the view point of people of different religion may differ on some aspects.

H02: Income of people has no impact on the need and importance of social marketing.

Table 2 : ANOVA statistics of Income of people has no impact on the need and importance of social marketing

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Communication	Between Groups	274.825	6	45.804	32.045	.000
	Within Groups	1490.855	1043	1.429		
	Total	1765.680	1049			
promoting	Between Groups	59.325	6	9.888	35.911	.000
	Within Groups	287.175	1043	.275		
	Total	346.500	1049			
education	Between Groups	10.554	6	1.759	11.778	.000
	Within Groups	155.766	1043	.149		
	Total	166.320	1049			
government	Between Groups	21.620	6	3.603	36.595	.000
	Within Groups	102.700	1043	.098		
	Total	124.320	1049			
financial	Between Groups	45.980	6	7.663	34.319	.000
	Within Groups	232.900	1043	.223		
	Total	278.880	1049			
Nonprofit organizations	Between Groups	76.356	6	12.726	36.151	.000
	Within Groups	367.164	1043	.352		
	Total	443.520	1049			

Source: Author's Compilation

The test statistic F shows that income has no impact on need and importance of social marketing for societal benefit. People with different income groups have similar need and feel that social marketing is important for removal of anti social activities. Thus the null hypothesis incomes of people have no impact on need and importance of social marketing is rejected.

Findings and conclusions

It has been found that the respondents with different socio-demographic characteristics have different need and importance of Social Marketing Campaigns. It does mean that the impact of social marketing is different on people from different socio cultural background. The impact and need is directly linked with the religion of respondents and the income group of the public.

It does mean that when religion is taken as grouping variable to test the need of social marketing campaigns on the public, the statistics at 95% level of significance shows that the P value is not significant for all the statements. Income of the respondents also have a significant impact on the need and importance of the respondents.

Thus we conclude that public with different socio demographic characteristics in particular religion and income consider that social marketing is needed for upliftment of moral and ethical values and removal of anti-social activities from the society. The methods used for different age groups are thus very important and so for effective campaigns different methods should be used for people of different age group. Thus it is clear the people know the

importance of social marketing and need it for better living.

References

- Arad &Wozner: (2002), Tel Aviv University, Israel: The social work mission and its implementation in the socialization process published in the journal of Social Work Education, Vol.21, No.6, 2002, Page No.671-675.
- Beverly and Sherraden (1997) Investment in Human Development as a Social Development Strategy" published in Social Development Issues Vol. 19 (1), 1997, page No.1-15.
- Derek et.al (2002): Combining key Elements in Training and Research: Developing Social Work Assessment Theory and Practice in Partnership, published in Social Work Education Vol, No.1, 2002. Page No.105-116.
- Messerlian, Derevensky (2007),Mc Grill University, Canada, Evaluating the Role of Social Marketing Campaigns to Prevent Youth Gambling Problems, published inthe Canadian journal of Public Health, Vol. 98, No.2, March - April 2007, Page No.101-105.
- Messerlian,Derevensky (2006), McGill University, Social Marketing Campaigns for Youth Gambling Prevention: Lessons Learned from Youth Int J Ment Health Addiction (2006) 4: (DOI 10.1007/s11469-006-9032-x) page No.294-306.
- Rowshan Ara (2010). Curtin University of Technology, Perth, Western Australia, Juvenile delinquency, published in the Bangladesh Journal of Bioethics 1(3); page 58, 2010.