



A Study on Deriving an Analytical Concept for Evaluating Social Marketing Success

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ABSTRACT

Creating an analytical framework for evaluating the success of social marketing campaigns is a valuable endeavor in the field of marketing and public relations. Success in social marketing often involves achieving behavioral change, promoting social good, or enhancing brand perception rather than purely financial metrics. Here's a structured approach to derive an analytical concept for evaluating social marketing success.

INTRODUCTION

Social marketing has gained increasing importance in recent years as organizations and governments seek to address pressing social issues and promote positive behavior change within society. Whether the goal is to encourage healthy lifestyles, promote environmental sustainability, or combat social injustices, the effectiveness of social marketing campaigns is crucial. To ensure that resources are allocated wisely and intended outcomes are achieved, there is a growing need for a comprehensive analytical framework that can evaluate the success of social marketing initiatives.

This study aims to fill this gap by proposing an analytical concept for evaluating the success of social marketing campaigns. Traditional marketing success metrics, such as sales and market share, may not be applicable in the context of social marketing, where the primary objective is to bring about social change and improve societal well-being. Therefore, there is a need for a tailored framework that considers the unique goals, strategies, and outcomes of social marketing efforts.

SOCIAL MARKETING

Social Marketing is an established tool for influencing behavior in a cost-effective and sustainable way. Combining ideas from the social sciences and consumer marketing, social marketing is a process of shifting public perceptions and behaviors for achieving social, cultural, political, and business goals. The primary aim of social marketing is specifically targeted at achieving SOCIAL GOOD. Conventional COMMERCIAL MARKETING aims, although they can also have beneficial social impact. Public health marketing will foster general well-being, raise awareness, and trigger behavioral change. Internet marketing has been a major industry for some time now, and was originally done with newspapers and advertising, but has adapted similarly to commercial marketing to the modern world. Throughout today's society the most common usage of social networking is finished social media. Social marketing aims at evolving and combining marketing strategies with new approaches to social change; social marketing seeks to effect attitudes that favor individuals and societies for the greater social good. The aim is to deliver initiatives that make competitive and segmented social change meaningful, efficient, equitable and sustainable.

APPLICATION OF SOCIAL MARKETING: In current years, social marketing has attracted the attention of nonprofit institutions including educational institutions, hospitals, Govt. Organizations outside of Govt, and. Organizations need to market the products they have. Digital media has a broader reach., health services, human organ donations, physical fitness, immunization, knowledge of Hiv, smoking and drinking.

PROSPECTS FOR SOCIAL MARKETING In the concepts of 21st Century Online Advertising, the organization (i.e. social, educational, health, political and commercial) will definitely support customers then change the socio economic and environmental structure, information technology has made communication networks very complex, interactive and effective. The entire world has thus become a 'global village.' Emerging technology, new institutions and the growth of global village in the world of Marshal Goldsmith will have a propound impact on our sense of culture in the coming years. Two phenomena stand out: the acceleration of our capacity for immediate and vast interactions around the globe, strongly associated with our ability to build communities of our choice"8. In the upcoming, social marketers will need to adopt data technology to build relationships with target groups, gain mass support for social improvement campaigns, campaigns for health promotion, and raise awareness for themselves and future generations about environmental protection.

STATEMENT OF PROBLEM

The issue at hand revolves around the utilization of social marketing as a means to promote health and instigate social change programs within a worksite environment. Social marketing, as defined by Goldman (2009), involves leveraging marketing principles on a large scale to achieve social benefits rather than commercial profit. Within the framework of social marketing theory, researchers often employ the Four P's - Product, Price, Place, and Promotion - to induce behavioural change.

These four marketing strategies are interconnected, yet they each emphasize different aspects of the market environment. The question that arises is how effectively social marketing is employed in worksite settings to raise awareness of health promotion programs. While it is evident that social marketing can be an effective approach in the context of health promotion and social change, there is a need for more comprehensive information to understand its practical application and impact within worksite environments.

NEED FOR THE STUDY

Management must understand how customers feel about social media marketing. This study will be very helpful to me in the future because it will help me prepare for my upcoming interviews.

Understanding different consumers' perceptions is facilitated through a customer perception research. The goal of the study's management is to identify potential strategies for meeting consumer expectations while also making an effort to draw in new clients.

OBJECTIVES

- To evaluate the meaning and significance of social marketing.
- To research various social marketing initiatives and products.
- To compile information about the recipients of social marketing.
- To analyze the data and determine whether social marketing was successful.
- To develop a broad concept to assess the efficacy of social marketing.

AREA OF THE SURVEY

The purpose of the study is to determine whether consumers believe social marketing products are fully utilized by society. It is limited to data on consumer preferences, personal judgments, and familial and household decisions, as well as customer loyalty. This 6-week study will concentrate on various Gubbi Town customers.

RESULT ANALYSIS METHODS

The most important methodological decisions made by researchers center on separating qualitative and quantitative findings. As was already noted, qualitative data is expressed as explanations based on language or images, whereas quantitative data is expressed as numbers.

- I employ the following process while collecting quantitative data for my research.
- Surveys; release of a list of example closed- or multiple-choice questions (online, in person, or over the phone).
- Experiments: Situations in which 0 factors are tracked and changed to establish 0cause-and-effect correlations.

CONTROLLABLES OF THE INTERVIEW

- There were only 100 samples used in the current study.
- Since the study was restricted to the areas closest to me because it was conducted close to Gubbi Village.
- This research endeavor is based on social factors rather than corporate ones.

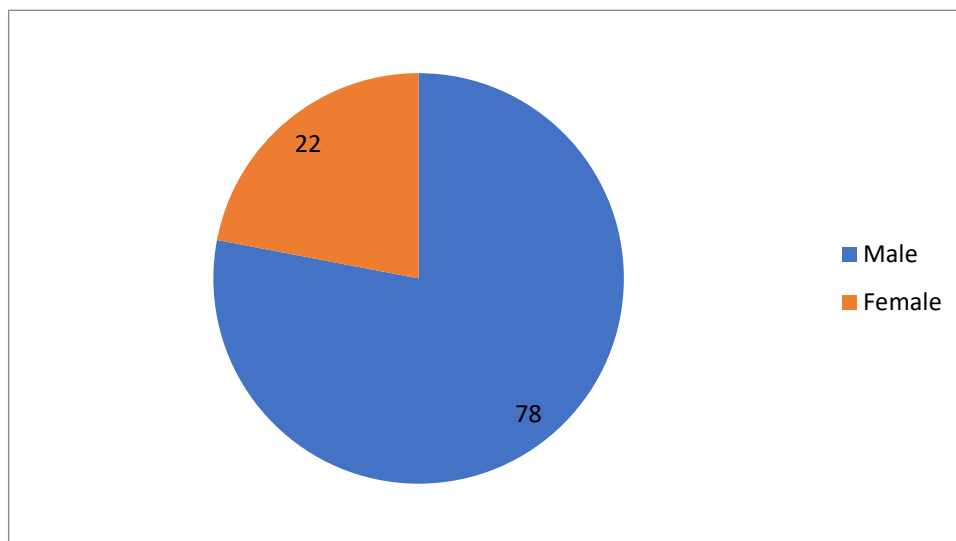
DATA ANALYSIS NAD INTERPRETATION

TABLE SHOWING RESPONDENTS A GENDER

| PARTICULARS | RESPONDENT | PERCENTAGE |
|-------------|------------|------------|
| Male | 78 | 78 |
| Female | 22 | 22 |
| Total | 100 | 100 |

Analysis: It is observed that in the above table 78% was male and 22% female

GRAPH SHOW RESPONDENTS GENDER



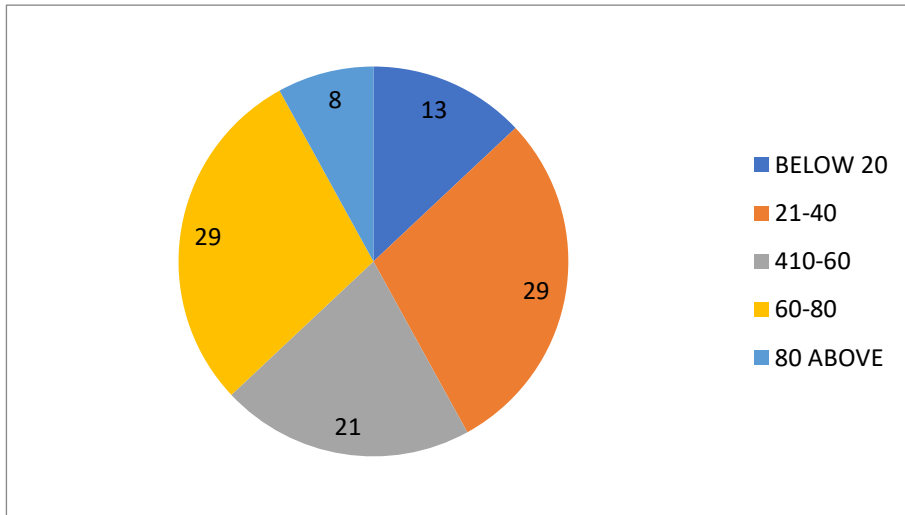
Interpretation: The above graph interpreted the 78% male and 22% are Female

TABLE SHOW AGE RESPONDENTS

| PARTICULARS | RESPONDENT | PERCENTAGE |
|-------------|------------|------------|
| BELOW 20 | 13 | 13 |
| 21-40 | 29 | 29 |
| 41-60 | 21 | 21 |
| 60-80 | 29 | 29 |
| 80 ABOVE | 8 | 8 |
| Total | 100 | 100 |

Analysis: The table above estimated that 13% of respondents are below 20 years of age, 29% of respondents are between 21 and 40 years of age, 21% of respondents are between 41 and 60 years of age, 29% of respondents are between 61 and 80 years of age, and the last one is 8% of respondents.

GRAPH SHOWING RESPONDENTS AGE GROUP



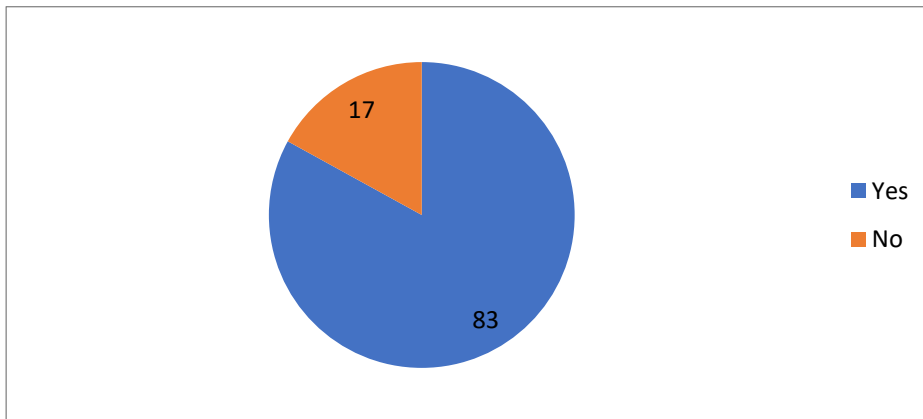
Interpretation: The graph above interprets most respondents age is 21 to 40 because those age group people adapt more innovative products and next 21% respondents age is 41 to 60 years, 13% respondents age is below 20 years and 29% respondents age is 61 to 80 years.

YOU ARE AWARE OF SOCIAL MARKETING & its PRODUCTS

| PARTICULARS | RESPONDENT | PERCENTAGE |
|-------------|------------|------------|
| Yes | 83 | 83 |
| No | 17 | 17 |
| Total | 100 | 100 |

ANALYSIS: The table above clearly shows that 83 respondents say yes and 17 respondents say that they know social marketing and its goods for No.

GRAPH SHOWING RESONDENTS OF SOCIAL MARKETING ITS PRODUCTS



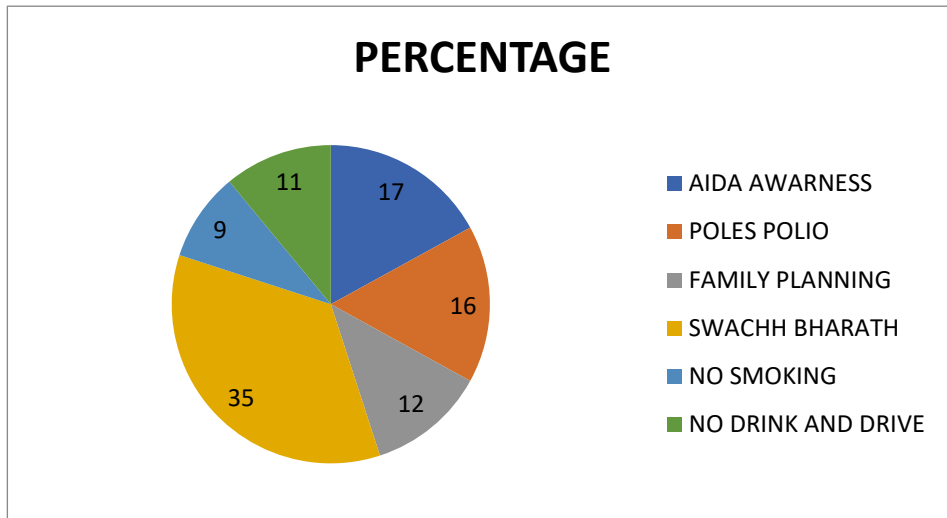
Interpretation: Majority of respondents interpreted the above graph say YES for aware of social marketing and its products, this is tell that social marketing is very use full to awareness creating

Following social marketing product you are awareness of

| PARTICULARS | RESPONDENTS | PERCENTAGE |
|--------------------|-------------|------------|
| AIDS AWARENESS | 17 | 17 |
| PULES POLIO | 16 | 16 |
| FAMILY PLANNING | 12 | 12 |
| SWACHH BHARATH | 35 | 35 |
| NO SMOKING | 9 | 9 |
| NO DRINK AND DRIVE | 11 | 11 |
| TOTAL | 100 | 100 |

ANALYSIS; The table above clearly demonstrates that 35% respondents are say Swachh Bharath, 11% respondents say for no drink and drive, 12% respondents are say for family planning, 16% respondents are say that poles polio, 11% respondents are say no smoking, and last 17% respondents say for aids awareness, totally say Swachh Bharath awareness is highly response for respondents.

GRAPH SHOWING RESONDENTS OF



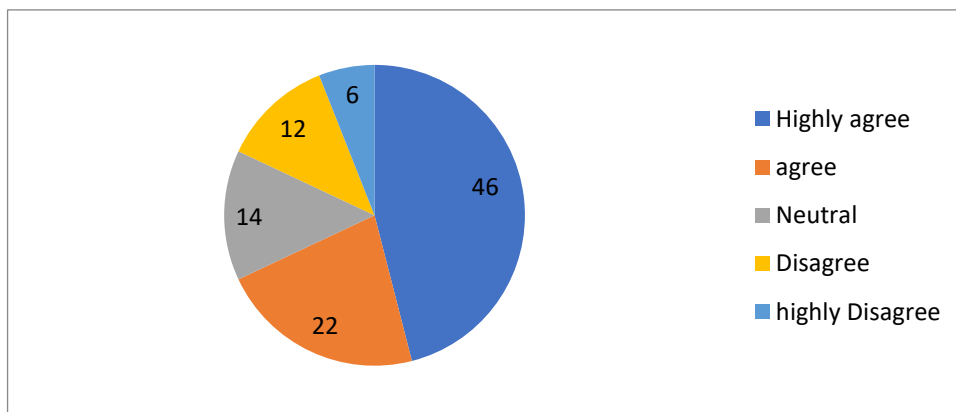
Majority of 35% respondents interpreted the above graph say for SWACHH BHARATH awareness and NO DRINK AND DRIVE also sum 11% respondents say awareness and others say other awareness, most of say Swachh Bharath.

YOUR OPINION TOWARDS SOCIAL MARKETING CHANGE THE SOCIAL BEHAVIOR

| PARTICULARS | RESPONDENT | PERCENTAGE |
|-----------------|------------|------------|
| Highly agree | 46 | 46 |
| Agree | 22 | 22 |
| Neutral | 14 | 14 |
| Disagree | 12 | 12 |
| Highly Disagree | 6 | 6 |
| Total | 100 | 100 |

ANALYSIS; The table say that what is opinion for respondents towards social marketing change the social behavior, 22 respondents say agree, 12 respondents are say Neither Disagree/ Nor agree, 46 respondents say strongly agree, and 06 respondents are say both disagree and strongly disagree.

GRAPH SHOWING RESONDENTS OF



Interpretation: The graph above interpreted the majority 46 respondents say they agree to change social marketing for social change, 13 respondents say they disagree with either, and 22 respondents say they are strongly in agreement.

CONCLUSTION

Social marketing seeks to promote behavioral improvement through a wide spectrum of topics that are important to people, organizations, cultures, and the planet's well-being. To order to affect and promote behavioral change, social media strategies may be built by recognizing the motives of 0individuals and organizations and the factors that cause this. 0There are many techniques and approaches 0available to the social marketer; in particular, this course has highlighted 0the role of stakeholder analysis, market segmentation, marketing communications, and 0branding. There are also other critical areas that have not been discussed explicitly, such as the vital role of research in improving customer knowledge 0and organizational behavior, the method of social 0marketing preparation, the essence of relationship 0marketing, and the function of service organizations in implementing social marketing0 services

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