

RESEARCH ARTICLE

Social Marketing

Enas Alnajjar*

Department of Technology Management, University of Bridgeport, Bridgeport, CT, USA.

Abstract

This paper aims to review the social marketing definition. Also, it shows some factors that can effect on social marketing. This paper depends on collected information, which collected from online databases on the Internet. Social Marketing has negative effect from social problems and positive effect from marketers and development. However, it has positive and negative effect from competition. Social Marketing research, which is based on society, can be a valuable tool. Social Marketing research projects are widely used by society to find solutions for society complex problems. The result of society problems is affecting on people and their behavior.

Keywords: *Marketing, Products, Social Problems, Society.*

Introduction

Social marketing is a distinct area of a special nature in the context of marketing in general, marketing is no longer a means of goods only, but stretched out to include "services, ideas, social values," as it has become customary to find social marketing term Social Marketing. Which involves the use of the principles of scientific discipline and marketing accomplishments, as well as all the creative methods and media glare to promote ideas or social values or behaviors beneficial to society.

Social marketing considered as a science in 1970 began where Kotler & Zaltman introduced the idea that the marketing principles that are used in the marketing of regular products to consumers can be used in the marketing of ideas, attitudes and behavior. This method has been used in various areas such as marketing and family planning campaigns, addiction and heart disease campaigns, donating blood and organs. Because the providers of products and social services are typically used traditional marketing methods with some simple publicity or no promotional material at all, the product or service up to a specific sector of the public [1]. Marketing administration is the examination,

arranging, execution, and control of projects planned to realize craved trades with target crowds with the end goal of individual or shared pick up. It depends intensely on the adjustment and coordination of item, value, advancement, and place for attaining to powerful reaction. [2]. Social marketing has been around a shockingly long time. Its starting points are in the 1960s. It had just unobtrusive development in the following two and one half decades however bloomed in 1990s as though concentrated all the more deliberately on conduct and picked up acknowledgement and backing from heavyweight foundations [3].

Marketing procedures and devices, imported from the private division, are progressively being pushed for their potential esteem in creating and spreading powerful social change techniques. Social showcasing can be used to enhance the wellbeing of general society. A taught methodology of key arranging can yield promising new experiences into buyer conduct and item plan [4]. Despite the fact that, social promoting furnishes the associations with a wide exhibit of advantages, however its prosperity vigorously relies on upon social problems, marketers, development, and competition.

This paper will analyze the impact of social problems, marketers, development, and competition on the social marketing strategy.

Research Method

Recently combining research methods e.g. [5] p. 112 became increasingly important in particular when pursuing the goal of gaining "rich theoretical insights [6] p. 613." one form for "developing new theoretical insights" [7] p. 506 is the review centric research approach in which a researcher reviews "existing theory and research" [7] p. 506, but the argument can be made that we also can include case study research findings that are based on the real world observation of practitioners and organizations e.g. [8], [6]. in the research presented here the focus is on combining the most important "previously established studies and concepts" that I have identified in the academic literature based on which I provide a synthesis that "advances our understanding" [7] p. 507". in this study I identify the most important success factors that help in the current business or organizational situation to build our goal to accomplish a competitive advantage. My research approach incorporates the "interpretive paradigm" in which a rich description of each factor in our current organization context is established [6] .

How to Make Successful Social Marketing

Social Marketing

Social marketing is that limb of promoting concerned both with the employments of showcasing information, ideas, and methods to improve social finishes and in addition with the social results of promoting arrangements, choice, and activities [9]. Social marketing appearances huge obstructions to development on the grounds that there is no reasonable comprehension of what the field is and what its part ought to be in connection to different ways to social change [10]. As the author [11] mentioned social marketing is the outline, usage and control of projects figured to impact the agreeableness of social thoughts and including thought of item arranging, estimating, correspondence, circulation, and

advertising examination [11]. As the author [9] discussed social marketing is the outline, usage and control of projects figured to impact the agreeableness of social thoughts and including thought of item arranging, estimating, correspondence, circulation, and advertising examination figure 1. As the author [12] mentioned Social marketing is absolutely separated from business showcasing in that it looks to take care of social issues as its essential objective [12]. As the author [13] Social Marketing in fields, for example, these can target singular conduct, as well as open arrangement [13].



Figure 1: Social marketing model

Social Problems

As the author [9] mentioned the subject of "Social marketing" has seemed every now and again in the Journal Of Marketing amid the previous three years. That recurrence well may increment as a social problems and advancement get to be all the more squeezing requests on society and a more prominent center of advertiser's idea and movement [9]. As the author [14] discussed a fundamental equivocalness in the definitions is the relationship of social problems to target condition in a general public [14]. As the author mentioned when we of our social problems we allude for the most part to those subjects of sincere concern which are referred to severally as the lodging issue, the newborn child mortality issue, the kid welfare issue, the work issue, the issue of the wrongdoing and misconduct, etc [15].

As the author [16] said a meaning of social problems is proposed as a nonspecific sensation: the methodology by which individuals from gatherings or social orders, through statements of grievances and cases, characterize a putative condition as a social issue [16]. As the author [14] mentioned a typical method for characterizing social problems is to incorporate a subjective component; target conditions just get to be social issues when they are seen to be undesirable by some portion of people in general [14]. As the author [17] discussed social critical thinking is the cognitive-emotional behavioral process by which individuals endeavor to determine genuine issues in a social domain, and is of key significance in the administration of feelings and prosperity [17]. As the author [14] mentioned A typical method for characterizing social issues is to incorporate a subjective component; target conditions just get to be social issues when they are seen to be undesirable by some section of people in general [14]

Marketers

As the author [18] mentioned the great advertisers should analyze past exploration on his customers and, if important, conduct unique buyer inquire about with a specific end goal to outline maximally compelling advertising systems [18]. As the author [19] discussed advertisers need down to earth direction to help them consider the complex issues of control [19]. As the author [20] mentioned under the unique conditions forced via shortcomings, it appears unavoidable that the earth in which the advertiser works will change [20]. As the author [21] mentioned the outcome demonstrate that the moral judgments of an advertiser can be somewhat clarified by his/her expert qualities [21]. As the author [22] mentioned the marketer first recognizes the space of his/her skill. The area recognizable proof leads the advertiser to oblige his/her investigation to the particular space of mastery [22]. As the author [23] said the marketer likewise needs a basic arrangement of moral standards that can be connected specifically to the contentions standards that can be connected straightforwardly to the contentions within reach and, as beforehand recommended may

oblige support from his/her organization as an organization code of morals, courses in morals, an all-inclusive morals panel, alongside other institutional structures [23].

Development

As the author [9] mentioned development as a framework is needed for social promoting to attain to science and discipline-and accordingly profit [9]. As the author [24] discussed by undertaking the advancement of social advertising, advertisers are stating that they hold significant power in making certain correspondence crusades effective [24]. As the author [25] mentioned the motivation behind such a conceptualization is not to compare the private-area advertising methodology against the general population arrangement process, yet rather to indicate how social showcasing standards can be connected to general society strategy transform so as to improve the probability of effective approach improvement and execution [25].

As the author [26] discussed it contends that the Lahulis have made progress being developed on account of they were deliberately put in the social structure to ganger the profits of advancement [26]. As the author [27] mentioned in characterizing the goals of improvement the creator considers important to build selectivity figuring with remote financial interrelations, while in the arrangement of instruments the particular apparatuses ought to be decreased in number and the regulating components of control ought to be fortified [27]. As the author [28] these proposition are nearly identified with the development of unstable social issues in the monetarily creating nations with arranging taking into account barely translated monetary models and with the notable nonattendance of the modifier "social" in the meaning of "development" [28].

Competitions

As the author [10] mentioned social marketing is one of numerous ways to social issues and confronts rivalry at five levels, which I have marked nonspecific, mediation level, subject-market, item, and brand [10]. As the author [29] discussed a second important trend whose influence on social

marketing is increasing and which also demands consideration: competition [29]. As the author [10] mentioned I contend here that on the off chance that it is to achieve its greatest potential, social promoting must pay consideration on aggressive difficulties at all levels expect the nonspecific level while discovering approaches to unravel the disarray between the social advertising methodology and the ventures that claim they are rehearsing it [10]. As the author [30] said understood in Professor Copland's perspective of rivalry is the reasonable thought that a few contenders may be preferable ready to contend over others [30].

As the author [31] mentioned formal connections in the middle of hypothesis and information are a discriminating objective for nature. Then again, while our current comprehension of rivalry gives the establishment to taking care of numerous determined natural issues, this comprehension is cracked in light of the fact that rival hypothesis and information are seldom bound together [31]. As the author [32] discussed economists long have perceived that the essentials of immaculate rivalry might never be fulfilled and that, when even one of them is forgetting, the profits of flawless rivalry won't be accessible [32].

Explanation and Discussion

Social marketing has a lot of definition, which the authors above mentioned. I agree with the author [10] who mentioned social marketing appearances huge obstructions to development on the grounds that there is no reasonable comprehension of what the field is and what its part ought to be in connection to different ways to social change. Also, I agree with the author [9] who defined the social marketing as the limb of marketing concerned the social results of pronating arrangements. In addition, I liked [11] definition which was the design and control of programs. The primary goal of the social marketing is solving social problems [12]. I agree with the author [13] who mentioned that the social marketing can target public policy. Social problems have many definitions as the authors above said. I like the author definition [14] "A common way of defining

social problems is to include a subjective element; objective conditions only become social problems when they are perceived to be undesirable by some segment of the public". I agree with the author [9] who shows the relation between the social marketing and the social problems figure 2. There are a lot of social problems as the author [15] mentioned.



Figure 2: Level of social marketing

Also, I agree with [16] who said the social problems is proposed as a generic phenomenon. The target conditions get to be social problems when they are seen to be undesirable be people in general. Finally, the social critical thinking is the cognitive emotional behavioral process by individual's endeavor. The good marketers should analyze the previous customers and put valid marketing strategies. I think the marketers need direction to help them to preform good work. The scarcities effects on the environment in which the marketer operates [20]. I agree with [22] when he mentioned the marketer recognizes the space of his skills. Finally, the marketer needs ethical principles which can apply directly [23]. I think the development is the main factor of the social marketing whereas it is important to fulfillment science and productivity. Also, the development has an important role to make successful communication campaigns [24]. In addition, the development is necessary for the social structure. About the objects of development, it deems necessary to increase selectivity reckoning with foreign economic interrelations [27]. Finally, the development plays important role in the economically

developing countries [28]. There are five levels of competitions face the social marketing. Competition is the second important way in social marketing. The competitors have many levels of competition whereas there are competitors able to compete more than other. I think if we realize the competition, we will economize the solution for a lot of problems. Finally, I agree with the author [32] when he mentioned the benefits of perfect competition.

Results and Findings

Social marketing has a lot of definition, which the authors above mentioned. I agree with the author [10] who mentioned social marketing appearances huge obstructions to development on the grounds that there is no reasonable comprehension of what the field is and what its part ought to be in connection to different ways to social change. Also, I agree with the author [9] who defined the social marketing as the limb of marketing concerned the social results of pronating arrangements. In addition, I liked [11] definition which was the design and control of programs. The primary goal of the social marketing is solve social problems [12]. I agree with the author [13] who mentioned that the social marketing can target public policy. Social problems have many definitions as the authors above said. I like the author definition [14] "A common way of defining social problems is to include a subjective element; objective conditions only become social problems when they are perceived to be undesirable by some segment of the public". I agree with the author [9] who shows the relation between the social marketing and the social problems. There are a lot of social problems as the author [15] mentioned. Also, I agree with [16] who said the social problems is proposed as a generic phenomenon. The target conditions get to be social problems when they are seen to be undesirable be people in general. Finally, the social critical thinking is the cognitive emotional behavioral process by individual's endeavor. The good marketers should analyze the previous customers and put valid marketing strategies. I think the marketers need direction to help them to preform good work.

The scarcities effects on the environment in which the marketer operates [20].

I agree with [22] when he mentioned the marketer recognizes the space of his skills. Finally, the marketer needs ethical principles which can apply directly [23]. There are five levels of competitions face the social marketing. Competition is the second important way in social marketing. The competitors have many levels of competition whereas there are competitors able to compete more than other. I think if we realize the competition, we will economize the solution for a lot of problems. Finally, I agree with the author [32] when he mentioned the benefits of perfect competition.

Conclusion

The communication particular Internet has revolutionized the manner in which business is conducted and its deployment is now regarded as a critical success factor for almost all the business organizations. The Internet has become such a pervasive and prevalent tool in the present era that it is estimated that every organization would be deploying it within the following few years. It plays an important role in enhancing the productivity of a business and enabling it to obtain and maintain a competitive advantage over its competitors. Internet furnishes the associations with various opportunities to improve their business and diminish their expenses. A percentage of the fundamental changes that web has gotten the business world are obvious in the way in which the buyers buy items and administrations, get data, make installments, and deal with their saving money exchanges. Web empowers the clients to discover an item and administration, its value data, and guidance from a wide mixed bag of suppliers in a quick and economical way. Through the sending of organization sites online guests can undoubtedly search for accessible items, put in online requests, make online installments, and screen the status of their requests. In the present time, the greater part of the organizations is utilizing the Internet as a part of mix with the traditional marketing methods, which

brings about an all-encompassing perspective of the business and the client. The abstract of Internet and traditional marketing lead towards the combination is different online and offline from the Internet methodologies, and the improvement of an altogether new plan of action, and worth recommendations. It is vital for each

association to keep up a suitable harmony between its online and logged off organizations to fulfill the needs of its buyers successfully. It is necessary for the association to keep up suitable parity conventional and social marketing to support in the business environment, and at the same timework towards the advancement of society.

References

1. Kotler P, Roberto N, Lee N (2002) Social marketing: Improving the quality of life.
2. Kotler P, Zaltman G (1971) Social marketing: an approach to planned social change. *The Journal of Marketing*,3-12.
3. Andreasen AR (2006) Social marketing in the 21st century: Sage Publications.
4. Walsh DC, Rudd RE, Moeykens BA, Moloney TW (1993) Social marketing for public health. *Health Affairs*, 12:104-119.
5. Gable GG (1994) Integrating case study and survey research methods: An example in information systems. *European Journal of Information Systems*, 3:112-126.
6. Dyer GWJ, Wilkins AL (1991) Better stories, not better constructs, to generate better theory: A rejoinder to Eisenhardt. *Academy of Management Review*, 16:613-619.
7. LePine JA, Wilcox-King A (2010) Developing novel theoretical insight from reviews of existing theory and research. *Academy of Management Review*, 35:506-509.
8. Eisenhardt KM (1989) Building theories from case study research. *Academy of Management Review*, 14:532-550.
9. Luck DJ (1974) Social marketing: confusion compounded. *Journal of Marketing*, 38:70-72,4.
10. Andreasen AR (2002) Marketing social marketing in the social change marketplace. *Journal of Public Policy & Marketing*, 21:3-13.
11. Andreasen AR (1994) Social marketing: Its definition and domain. *Journal of Public Policy & Marketing*, 13:108-114.
12. Brenkert GG (2002) Ethical challenges of social marketing. *Journal of Public Policy & Marketing*, 21:14-25.
13. Evans WD (2008) Social marketing campaigns and children's media use. *The Future of Children*, 18:181-203.
14. Lauer RH (1976) Defining social problems: Public and professional perspectives. *Social Problems*, 24:122-130.
15. Frank LK (1925) Social problems. *American Journal of Sociology*, 30:462-473.
16. M. Spector and J. I. Kitsuse, "Social Problems: A Re-Formulation," *Social Problems*, vol. 21, pp. 145-159, 1973.
17. Siu AMH Shek DTL (2010) Social problem solving as a predictor of well-being in adolescents and young adults. *Social Indicators Research*, 95:393-406.
18. Bloom PN, Novelli WD (1981) Problems and challenges in social marketing. *Journal of Marketing*, vol. 45:79-88.
19. Sher S (2011) A framework for assessing immorally manipulative marketing tactics. *Journal of Business Ethics*, 102:97-118.
20. Hanna N, Kizilbash AH, Smart A (1975) Marketing strategy under conditions of economic scarcity. *Journal of Marketing*, 39:63-67.
21. Singhapakdi A, Vitell SJ (1993) Personal and professional values underlying the ethical judgments of marketers. *Journal of Business Ethics*, 12:525-533.
22. Johar JS, Sirgy MJ (1989) Positioning Models in Marketing: Toward a Normative-Integrated Model. *Journal of Business and Psychology*, 3:475-485.
23. O'Boyle EJ, Dawson, Jr. LE, (1992) The American marketing association code of ethics: Instructions for marketers. *Journal of Business Ethics*, 11:921-932.
24. Laczniak GR, Lusch RF, Murph PE (1979) Social marketing: its ethical dimensions. *Journal of Marketing*, 43:29-36,.
25. Altman JA, Petkus E (1994) Toward a Stakeholder-based policy process: An application of the social marketing perspective to environmental policy development. *Policy Sciences*, 27:37-51.

26. Kumar A (2004) Development and social mobility among the lahulis of himachal Pradesh. *Sociological Bulletin*, 53:222-237.
27. Román Z (1978) Industrial policy in hungary today and tomorrow. *Acta Oeconomica*, 21:1-27.
28. Galnoor I (1971) Social information for what? *Annals of the American Academy of Political and Social Science*, 393:1-19.
29. Weinberg CB, Ritchie RJ (1999) Cooperation, competition and social marketing. *Social Marketing Quarterly*, 5:117-126.
30. McNulty PJ (1968) Economic Theory and the meaning of competition. *The Quarterly Journal of Economics*, 82:639-656.
31. Simon PH, Burgin JR, Marshall DJ (2012) Revisiting competition in a classic model system using formal links between theory and data. *Ecology*, 93:2015-2022.
32. Etzioni A (1985) Encapsulated competition. *Journal of Post Keynesian Economics*, 7:287-302.