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Social marketing of Non-Government Organization

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Abstract

The study examines the role of social marketing toward achieving the goal of behaviour change with the help of Non-government Organization and how the various studies of social marketing could help the NGOs to reach target individuals by understanding the concept of behaviour change.

Keywords: Social Marketing, Downstream Social Marketing, Upstream Social Marketing, Behaviour Change, Social Problems

Introduction

Social Marketing was born with a thought that if marketing principles can be used to sell product then it could also sell ideas, attitudes and behavior that will benefit society (Kotler & Zaltman, 1971). Social Marketing is basically the application of various Marketing Principles and practices that is helpful in social development issues involving behavioral changes among communities in direction of better health and improved economic status (Parthasarathy, 2012). It is an appeal used to develop activities aimed at maintaining people's behavior for the benefit for society as a whole. It is a combined idea of commercial marketing and social science for influencing behavior in a cost effective and sustainable way.

Social marketing is used in almost all the area that are working towards improving the lives of individual as well as the community. For example, Food related issues, financial well-being, customer engagement and other social problems. Social marketing is used as commercial marketing techniques for the interest of society as a whole "rather than for monetary or other organizational goals."

Non-profit organization play a critical role in social change. Non-profits organization usually give shape to social issue and break down situation into affordable goals that can be achieved with the help of dedicated group of people. It plays various role like Organizational hubs, Fundraising bodies, community catalyst etc.

The present paper discuss the role of Social Marketing in Non-Profit Organization as they also play a very important role in uplifting the life of people in various sectors like education, health and sanitation, environment protection, poverty elevation and many more.

The research objective of the study is to analyze the NGO marketing strategies, knowledge of social marketing among NGOs and what impact does marketing has on the growth and success.

Literature review

Social Marketing is the amalgamation of Social Science and Commercial Marketing in which social good is done by using the strategies of marketing. When talking about the effects of social marketing on various facet of uplifting the life of people, there are many service area which include the marketing techniques for the interest of society as a whole. Social marketing is a growing area therefore it is need to know about the idea of social marketing broadly.

When social marketers are focusing on the behavior change of a particular individual it's called Downstream Social Marketing (micro level) and when the same behavior or attitude change is targeted of the macro surrounding of the individual then it's called Upstream social marketing (macro level). The working

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and planning for all of them is totally different as planning done for Downstream Social marketing is less complex than upstream social marketing (Johns,2019). Upstream social marketing targets individual at the organization, industry or government level, it render a method to influence the political judgement of upstream decision makers (Kennedy & Kemper,2018). Whereas Downstream Social marketing focuses on deploying interventions and campaigns aimed at transforming specific behaviour related to social problems such as smoking, obesity, AIDS etc.

The studies done in the past like Social Marketing was initially developed to assist health-related product and services in developing countries(Harvey,1999) and Upstream social marketing is often used in public health area, because of the regulation to work for Macro level(Hoek and Jones,2011), sometime make us feel that social marketing is restricted to a particular spectrum of client: the non-profit organization, the health service group within developing country. But it's not limited to this, the goal of social change does not depend on the type of organization but toward a large social goal.

To achieve this goal behavioral change should be the prime focus of social marketers as behavioral change is a dynamic process and involves both internal and external growth of the individual (David,2018). This would be helpful for NGOs as this would help change the attitude of people toward social problems. But the change in behavior cannot be same for everyone, for some it may be quick, while for others change can be time consuming and for some it may not occur at all (Ashton, 2017). For behaviour change social marketers are practicing customer engagement on social media (Shawky,2018). As most NGOs use various social media platform, so they could ask people to participate in their activities that influence more number of people.

In recent years, the range and number of social activities undertaken by NGOs has widened. They now undertake a much broad range of social activities than simply raising awareness amongst masses and or acting merely as pressure groups (Pandey,2012). Commercial marketing usually desire an exchange of money for the goods and services. Social marketing commonly asks an audience to change its practices in exchange for something of valueable. The central challenges of any social marketing plan is to establish an exchange which satisfy both marketer's needs and the target audience's wants besides producing an overall societal benefit (Kumar,2014).

The literature includes some of the concepts of Social Marketers and the work done by various scholars in the area of social marketing and how it could be applied in reaching the target audience of the various NGOs or improving the attitude of people towards the social problems in the society

Research gap

Various studies have been done in the area of social marketing but there are various gaps identified during the literature review. Every social marketer's wants public to be aware of social issues but they often lack sufficient knowledge of using social media and how they should manage their communication via various platforms. They are failing to see the wider societal and cultural factors, which influence how, when and who indulge in social marketing programs and broader social change agenda. Many individuals who manage or work in an NGO is not aware about the concept of Social Marketing they accept the fact that marketing is needed for the growth of the NGO.

Research methodology

The methodology of present study follows. In-depth Interviews conducted with 10 NGOs in Lucknow City .The NGOs were selected from different fields like : (1) working in providing free food to poor and needy people, (2) Working for social emotional learning of children ,(3)Bringing Awareness about social mental moral and educational development .Participant were asked 14 question during the interview:

- 1: What is the aim of your organization?
- 2: What are the various activities that you do in your organization?
- 3: What are your promotional techniques or strategies?
- 4: Does the local people tend to involve in those activities?
- 5: Does your NGO have branches? If yes how many?
- 6: What challenges you face on a daily basis?
- 7: Is funding needed on a regular basis?
- 8: Dou you know about the concept of Social Marketing?

- 9: Is it a challenge to market any NGO in a city like Lucknow?
- 10: Is marketing needed or not for NGO?
- 11: Is it necessary to promote or market NGOs and its activities?
- 12: Should people be aware about NGOs?
- 13: What steps do you take to increase visibility?
- 14: What platform do you use to reach the audience?

This would give us an idea about the awareness of various NGOs regarding social marketing and their view regarding reaching out to the society.-

Study implication

The present study on Social Marketing would be very helpful for NGOs that are not able to make themselves or their work available to the people due to lack of marketing strategies. The Practical aspects of Social Marketing would be used for the various NGOs by telling them the importance of Social Marketing, because it is important to bring transformation in social behavior. The practical implication would help in changing attitude of target audience.

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