

Social Marketing is a Comprehensive Tool in Bringing Behavioural Changes in Society a Study with Special Referce to Tumkur

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Abstract

Social marketing has emerged as a powerful strategy to influence individual and collective behavior for the greater social good. This study explores how social marketing serves as a comprehensive tool in initiating and sustaining behavioural change within society. By integrating marketing principles with social objectives, campaigns in areas such as health, environment, education, and public safety have successfully shifted attitudes, norms, and practices. The research analyzes various case studies and social marketing models to understand the mechanisms that drive change, the challenges involved in influencing deeply rooted behaviors, and the role of stakeholders including government, NGOs, and media. Findings indicate that when effectively designed and implemented, social marketing campaigns can lead to long-term Behavioral transformations, improved public welfare, and greater civic engagement. The study emphasizes the need for continuous innovation, audience research, and culturally relevant messaging to maximize impact.

Keywords: Social marketing, behavioral change, public awareness campaigns, emotional appeal, stakeholder engagement, campaign effectiveness

Introduction

In an era marked by rapid technological advancement and societal transformation, influencing human behavior for the collective good has become more critical than ever. Social marketing, a strategic approach that applies commercial marketing principles to promote social change, has emerged as a powerful tool to address a wide range of issues-from public health and environmental conservation to education and social justice. Unlike traditional marketing, which aims to increase consumption or brand loyalty, social marketing seeks to alter behaviors for the benefit of individuals and society as a whole.

This study explores the effectiveness of social marketing as a comprehensive tool for initiating and sustaining behavioral changes. It examines how well-crafted campaigns can inform, persuade, and motivate people to adopt healthier, safer, and more socially responsible practices. By analyzing successful case studies and the psychological principles behind behavior modification, this research aims to understand the mechanisms through which social marketing can influence attitudes, beliefs, and ultimately, behaviors in a sustainable way.

Methodology

Statement of the Problem

In contemporary society, a wide range of social issues-ranging from health and hygiene to environmental sustainability and public safety-require not just awareness but concrete behavioral change. Traditional awareness campaigns often fall short in achieving long-lasting impact. Social marketing, which applies marketing principles to influence behavior for social good, has emerged as a potentially powerful approach. However, there remains a gap in understanding its real-world effectiveness, public perception, and the challenges involved in its implementation. This study seeks to explore how social marketing strategies are being used to bring about behavioral changes and to assess their effectiveness across different segments of society.

Objectives

1. To access the effectiveness of social marketing.
2. To explore the significance of social marketing in driving behavioural changes.

3. To explore challenges and barriers in implementing social marketing campaigns.
4. To develop a framework for designing future social marketing campaigns.

SCPOE of the Study

- Understanding Social Marketing Concepts: Exploring the foundational principles, strategies, and evolution of social marketing as distinct from commercial marketing.
- Behavioral Change Mechanisms: Analyzing how social marketing campaigns contribute to positive behavioral shifts in areas such as public health, environmental conservation, education, and social equity.
- Case Studies and Best Practices: Reviewing successful social marketing campaigns at national and international levels to identify effective methods and models.
- Target Audience Analysis: Studying how social marketing tailors messages and strategies for different demographics and cultural contexts.
- Role of Media and Technology: Investigating the influence of digital platforms, mass media, and emerging technologies in enhancing the reach and impact of social marketing initiatives.

Limitation

While social marketing can be a powerful approach to influence behavior, the statement assumes it is a universally comprehensive tool. In reality, behavioral change is influenced by multiple factors such as cultural norms, economic conditions, education levels, and individual psychology. Therefore, social marketing alone may not be sufficient to bring about widespread or long-term behavioral change without integration with other strategies and sustained support systems.

Literature Review

Jenny Liu

Despite challenges in data collection, the DMPA-SC private sector introductory program in Nigeria has significantly evolved over time, offering valuable lessons for future market-based introductions of new contraceptive products. A key takeaway is the importance of distinguishing between broad-based and targeted outreach strategies tailored to different groups of potential users at various stages of adoption. Clearly defining the objectives and role of community-based distribution (CBD) is essential to program success. The initiative also highlighted how continuous monitoring and evaluation (M&E) can effectively track both challenges and achievements. Gaining insights into the experiences of different user segments-across various service delivery channels-was vital for evaluating program reach and identifying areas for improvement. This was especially useful in understanding what women value in provider interactions and the difficulties in reaching younger and unmarried women.

Karla Jaye Finnell

"1% Low-Fat Milk Has Perks!" was a multi-level social marketing campaign that successfully increased low-fat milk consumption at the population level. It showed that a well-designed campaign, grounded in consumer psychographics, can effectively shift deeply rooted behaviors using paid advertising alone. The campaign was evaluated using a quasi-

experimental design and segmented regression analysis, which proved valuable in tracking changes in nutritional behavior and identifying trends before, during, and after the intervention. As a result, the market share of 1% milk increased by 15%, with the positive impact lasting for at least three months after the campaign ended. Furthermore, while sales were stable prior to the intervention, they rose by an average of 4.1 gallons per supermarket for each additional week the campaign was active.

Research Design

Sample size: 50 respondents

Tools for Data Collection: primary data was collected by a questionnaire, and secondary data was gathered from various scholarly articles, reports and journals.

Data Analysis, Interpretation and Suggestion

78% of the respondents are belongs to the age group of 20 -25 years, 20 % of the respondents are belongs to the age group of 25-35 years and 2% of the respondents are belongs to the age group of above 45 years.

The Overall Effectiveness of Social Marketing Campaigns have Encountered

Half of the people (46%) feel neutral about social marketing campaigns, meaning they don't see much impact. About 46% find them effective to some extent, showing that these campaigns do work for many. Only a small number (8%) think they are not effective. This means most people either see some value or are unsure. There's a good chance to make future campaigns more engaging and impactful.

Factor for a Successful Social Marketing Campaign

The majority of people (36%) think creativity and design are key to a successful social marketing campaign. Target audience engagement is also seen as very important (30%). Budget matters too but is slightly less important (22%). Only a few people (6%) believe timing and influencer collaboration are the main factors. This means that how a campaign looks and how well it connects with people matter the most. Good ideas and audience understanding are more valued than money or famous faces.

The Integration of Social Marketing with Traditional Marketing Strategies

Half of the people (48%) are neutral about mixing social and traditional marketing. About 30% find it difficult to do. Only 22% feel it's easy. This shows that many people are unsure or face challenges. Some may lack the right tools or knowledge to combine both. More support and training can help make the process easier.

Social Marketing Campaigns are More Successful when they are Emotional Appeals to Influence Behavior

Most people (50%) believe emotional appeals make social marketing campaigns more successful, with 22% strongly agreeing and 28% agreeing. Around 30% are neutral, meaning they aren't sure about the effectiveness. Only 20% disagree or strongly disagree, showing that emotional appeals aren't for everyone. The results suggest emotional content works for many, but it may not be the key for everyone. Emotional connections seem to be an important factor in success. However, more factors might also play a role in campaign effectiveness.

Table 1: Showing the biggest challenge are faced by implementing a social marketing campaign.

S. No	Factors	No of Respondents	Percentage
1.	Budget limitations	9	18%
2.	Choosing the right platform	17	34%
3.	Lack of skilled personnel	18	36%
4.	Measuring campaign effectiveness	3	6%
5.	Time constraints	3	6%

The biggest challenge in implementing social marketing campaigns is lack of skilled personnel (36%), meaning many struggle to find the right people. Choosing the right platform is also a concern for 34%. Budget limitations affect 18% of respondents, showing that money is an issue. Measuring effectiveness and time constraints are less of a problem, each affecting only 6%. This suggests that having a skilled team and selecting the right platforms are the main difficulties. Budget and time matter, but they are not the top challenges.

Hypothesis

H0: Social marketing campaign will not influence individual behavior change

H1: Social marketing campaign will influence individual behavior change

Table 2: Hypothesis

S No.	Factors	No of Respondents	O-E	(O-E) ²	(O-E) ² /E
1.	Strongly agree	9	-1	1	0.1
2.	Agree	18	8	64	6.4
3.	Neutral	18	8	64	6.4
4.	Disagree	4	-6	36	3.6
5.	Strongly disagree	1	-9	81	8.1
	TOTAL	50			24.6

E=50/5=10

Degree of freedom=[n-1]=[5-1]=4

Critical values of the Chi-square distribution with <i>d</i> degrees of freedom						
Probability of exceeding the critical value						
<i>d</i>	0.05	0.01	0.001	<i>d</i>	0.05	0.01
1	3.841	6.635	10.828	11	19.675	24.725
2	5.991	9.210	13.816	12	21.026	26.217
3	7.815	11.345	16.266	13	22.362	27.688
4	9.488	13.277	18.467	14	23.685	29.141
5	11.070	15.086	20.515	15	24.996	30.578
6	12.592	16.812	22.458	16	26.296	32.000
7	14.067	18.475	24.322	17	27.587	33.409
8	15.507	20.090	26.125	18	28.869	34.805
9	16.919	21.666	27.877	19	30.144	36.191
10	18.307	23.209	29.588	20	31.410	37.566

For 4% degree of freedom, the value from the table at the degree of freedom 4 is 9.488 and the value calculated is 24.6. Here calculated value is greater than the table value. Hence the null hypothesis formulated is rejected.

Suggestion

It is important to regularly assess the impact of social marketing campaigns through surveys, feedback, and engagement metrics. This helps in understanding what

messages are working and which areas need improvement. Emotional and meaningful content that connects with people's values can strongly influence behavior change. One major challenge is the lack of skilled staff, so providing proper training and guidance is necessary. Choosing the right platforms based on where the target audience spends their time is also key to reaching them effectively. Budget planning and time management are crucial to avoid delays and make the best use of resources. Lastly, building a clear and flexible framework with step-by-step planning, creative strategies, and monitoring tools will support better results in future campaigns and make implementation easier.

Conclusion

This study highlights that social marketing is a powerful tool for creating positive behavioral changes in society. It uses emotional, informative, and engaging messages to influence people's attitudes and actions. The effectiveness of campaigns depends on creativity, audience connection, and clear messaging. Most respondents agree that emotional appeal plays a major role in campaign success. However, challenges such as lack of skilled personnel, platform selection, and budget limitations often affect implementation. Despite these barriers, social marketing has shown strong potential in areas like health, safety, and social awareness. Measuring impact and providing proper training can enhance results. A well-structured framework is essential for future campaigns. Overall, social marketing is effective when planned carefully and tailored to the right audience. It continues to be a valuable strategy for driving meaningful change in society.

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