Latest Trends in Social Marketing

Ayousha Fayyaz

University of Miskolc, Hungary

E-mail: ayusha.fayyaz@gmail.com

Abstract

This paper discusses the latest developments in the field of social marketing. The modern commercial marketing theory provides the basis for the concept of social marketing. The role of social marketing in gaining advantages in the health sector, environment and community is described. Social marketers can now use modern media to involve vast majority of customers more intensely and more closely than ever before at the right time and right place. The rise and widespread recognition of social media such as mobile phones and social networking sites provide new perspectives on how to make the best use of limited resources. Finally, the main idea is to break free the concept of social marketing from traditional chains towards the evolutionary path of the service marketing.

Keywords: social marketing, service marketing, advertising, community service

1. Introduction

Academics in 1960s and 1970s claimed that 'Marketing' is important for all organizations with consumer groups, and that marketing skills and practices might be utilized to promote social good and help address social problems (Philip Kotler & Levy, 1969).

Social marketing can be defined as "an action of utilizing marketing techniques and principles to generate, endorse and provide value to motivate the behaviors of target audience that provides benefit to itself and the society (public safety, environment, health and communities)" (Kotler, Philip, & Amstrong, 2016; Phlip Kotler & Lee, 2008).

Most commonly, social marketing is used to persuade individuals to alter their behavior in order to gain social advantages such as improved health, injury prevention, environmental protection, or community service (Phlip Kotler & Lee, 2008). The five basic components of social marketing are easily identified when looking at the definition. They are that **(1)** it emphasizes on voluntary behavior modification, **(2)** it employs **(3)** marketing ideas and practices, and **(4)** it selects and influences a target audience for their **(5)** advantage (Philip Kotler & Lee, 2005).

Because of present tight funds, it's even much crucial to be able to utilize resources of health communication in the much effective methods. Many individuals believe that social marketing campaigns will necessitate a significant financing, the use of costly marketing research, and the hiring of a marketing or advertising agency. Although this might be accurate for projects of large scale, creativity and hard work can efficiently deliver public health interference products or behavior alteration to any aimed audience. The rise and widespread recognition of social media (mobile phones, social networking sites and blogs) provides new perspectives on how to make the best use of limited resources. Before delving into some of these strategies, let's first define and contextualize social marketing. Most people are familiar with the four P's of social marketing: Product (important advantages, service, or change in behavior), Price (taking on a good habit or cost of letting go of an unhealthy habit), Place (access to and opportunity of goods, services, and places to take on a habit), and Promotion (conveying this information to the targeted audience) (Philip Kotler & Lee, 2005).Many programs today are constructed with a greater focus on the fourth P i.e., 'Promotion' – which receives the majority of the funds. Lower budgets, on the other hand, necessitate a focus on all four P's and how they can be utilized to be truly efficient.

The 4Ps were adapted from the theory of commercial marketing, even though among manufacturing firms they may be of little use today (Vargo & Lusch, 2014). The target of the social marketers is changing the behavior of people; this could be "the public" (also known as the target audience and/or customers, market, consumers, patients, citizens, taxpayers, residents, and etc.); politicians and policymakers; leaders and managers; or private and public sector organizations. These all include people. People create as well as execute services and movements in order to influence others. According to (Lefebvre et al., 2011), we should "give up the old and pay attention on the new." We must stop discussing to "target audience or customers" and ", because "there is no target". Instead, we should encourage co-production, especially through the utilization of online communities and social networking sites

(Lefebvre et al., 2011). Andreasen (2002), alternatively, stated that the target audience should be discussed, identifying it as a shift in perception. So, despite being insisted on accepting new perception and stop believing social marketing as a category of commercial marketing, (Andreasen, 2002) claimed that social marketing must come above the commercial marketing in the pecking order), other notable authors, such as (Lee, 2012) carried on using the – perhaps – obsolete and ineffective strategic 4Ps tool (Peattie & Peattie, 2003).

2. Trends in Social Marketing

2.1 Overly Linked with Communication

Social marketing in few ways, has been an outstanding instance of a 'slow burn' as described by (McAuley, 2014). The term "social marketing" was first devised by Kotier and Zaltman (1996) about forty years ago in their article which was published in the Journal of Marketing. Nonetheless, Andreasen (2006) stated that "in the coming 2.5 decades, social marketing will have very uncertain growth." This may come as a surprise provided that what we already know about the possibilities of social marketing, unless we examine its beginnings more closely (McAuley, 2014).

Since this approach was essentially to sell "brotherhood" with communication that in some ways limited the development of social marketing, an article by Wiebe is often cited as a precursor to the first contribution by Kotier and Zaltman (1996), who asked the question in 1952: "Why brotherhood cannot be sold like soap?" This is exemplified by Kotier and Zaltman (1996), as they criticized community activists for utilizing social promotions too much instead of social marketing, but by establishing a process of social marketing, they positioned communication at the center, viz:

> The method of social marketing necessitates exploration in marketing and following production of the organized goods as well as demands that move with the help of mainstream and specific media of communication, as well as volunteer groups and hired agents, to approach target audiences.

For the better part of twenty years, these early pioneers unintentionally constrained what could be gained in the academic literature of marketing. As defined by Fox et al. (2008) social marketing is "the application of promotional tools for social cause and marketing perception, and in a thoughtful study describing first 10 years of the social causes' marketing, have discovered its origin by social communication and advertising." They did notice a steady shift by organizations and government bodies as they progressed through these three stages. This is consistent with Andreasen (2006) remark that the term 'social marketing' "developed in late 19th century with paying much attention over behavior."

According to him, "there are many cases of social issues where target audience must do something in order to solve a social problem". Social marketing is precisely more beneficial here; it is what social marketing actually is (McAuley, 2014). Social markets are the ones who influence the behavior of people.

Nonetheless, despite this affirmation, most of the social efforts are extensively, if not entirely,

emphasize on networking. The origins of the field of 'social marketing' are more difficult to blend than one may think, became more problematic by an explosion of social networks that is sometimes mixed up with social marketing by the inexperienced individuals in the area (McAuley, 2014). As a result, the over-correlation with communications was the first landmark about social marketing.

2.2 Fixation with Definition

The next stumbling block is a desire of most authors to describe what social marketing actually is, for the sake of doing it always and, somehow, finding it desirable to do so. Definition as well as excess-definition can be found throughout the social sciences field as a whole (McAuley, 2014).

Social Marketing must not understate itself, but this could be the case if it seems to be more limited in terms of definition. While many concepts in the physical and scientific sciences may be more set, the same shall not be assumed in the social sciences. The main requirement is to be able to define social marketing; few new academics to the field are interested in giving it a shot, which can accepted. The method to scientific theory of Hutchison and Popper (1964) through falsification provide the foundation of a basic approach to knowledge. A definition proposed by social marketers can be viewed as a deduction, and according to Popper's theory, every statement is either a deduction that can be rejected or a deduction that has already been rejected; finally, only some or one favored universal descriptive theory can be reached. This fact do not necessarily implies that the subject is insufficient or lacks in essence; future scholars may discover a modern perspective or make associations. Such action may or may not result in new ideas; nevertheless, this is how facts are improved and secured.

2.3 Obsession with 4Ps

Another stumbling block is an obsession with addressing the 4Ps as the sole concepts in marketing—"Note: McCarthy in 1960 actually developed the concept of Marketing" (Tariq Khan, 2014). While the role of 4Ps in marketing evolution is correct and appropriate, there has been a growth in a count of distinct routes.

Previous literature has discussed the negative effect of obsession with the 4Ps concept; for instance, Grönroos (1997) stated that the straightforwardness of the 'Marketing Mix' paradigm and the concept of 4Ps had grown into a straightforward, developed toolbox of thinking instead of a consciousness that marketing is a social method that is multidimensional. Peattie and Peattie (2003) provided a compelling case for giving up the 4Ps, claiming that they "tend to generate considerably more difficulties than they resolve." This request should have received more attention, because one of the unplanned implications of the 4Ps argument is that it confirms the 1st point, that a very noticeable aspect of 'marketing cycle' is communication which leads to people comparing it with social marketing (McAuley, 2014).

2.4 Orientation of Services' Marketing

Another possible roadblock is the present conference style of adopting a

philosophy/orientation of services marketing and its application. The context of service is critical, but along with a portion of service marketing method founded on an addition of the 7Ps from the 4Ps, it is literally taking us back to the time when marketing actually began. Bob Lusch delivered a significant talk S-D (Service-Dominant) logic at the 2013 World Social Marketing Conference, which was associated with this trend. S-D logic is a method of comprehending the nature and purpose of society, markets, and the organizations (Ingene, 2020). An essential principle is that all of these parts are centered on the trade of service that is represented as the execution of attributes (skills and knowledge) for the advantage of a group. That means, a service is replaced by a service; every organization provide services; every market is based on an exchange of service; and every society and economy are centered on service (McAuley, 2014). As a result, marketing practice and theory should be based on service theories, logic and concepts. Instead of rooted value or the substitute value perceptions of the logic that is product dominant, Service-Dominant logic expresses the idea of co-production of value and value that can be utilized.

The paradigm of S-D logic has its position, and it has restored marketing and service marketing generally, but the idea has been there for a very long time (Vargo & Lusch, 2014), and the researchers are doubtful that social marketing must impulsively hurry for a system that is much more than an explanation of what is usually known in marketing, viz, they should talk about customers, associations, quality and nature of a service. While marketers are unapologetically debtors, there has been a risk in repeating what has been done previously, particularly in the 1990s, with a greater focus on service marketing, without prolonging, advancing and enhancing to the basis of knowledge in the subject area. In 1990s, there have been a few foundations to the beginning of relationship marketing—in which important basis of 'relationship marketing'—marketing, quality, and customer service (Barnes et al., 2004)—were no more than old marketing concepts re-visualized and re-promoted for the 1990s.

However, it is very common in an industrial environment to advise that rather than organizations being notified to market their consumers, they are educated to market with consumers, along with other individuals in the organizations' network of value in order to create value; that method may not usually work in most of the contexts of the social marketing where individuals would not accept an unusual behavior or might incapable of doing so. In summary, don't confuse social marketing with S-D logic or services marketing (McAuley, 2014). When one of these lenses is used to evaluate social marketing, we are deviated from the truth that social marketing is more than just challenging through service or working with customers. Social marketers are striving to meet a profounder, seldom unnoticed demand in individuals and shall not deviate from the fact that social marketers are altering individuals' behavior with an attention on the larger good.

2.5 Involved with Large-Scale Venture

The last point to be focused on is that the field of social marketing shall be ready to cooperate with the large-scale venture so as to solve the issues. The economic value of what large-scale venture can assist in terms of marketing to the government, agencies of the mock-government

and not-for-profit organizations can sum up is in reality a situation of David and Goliath, but with David reaching the top. The intonation of transformation of behavior should penetrate all features of society; and it must not be limited to people. There is a proof that something positive is achieved when this border is crossed (McAuley, 2014).

We know from Big Tobacco's activities that they stood well outside the circle. They have not demonstrated a willingness to be a part of the solution through their collective corporate behavior; at each stage, the segment is being forced to implement change, witnessed the basic packaging effort in Australia; the pace by which legal resource is required to aggravate and entrap the issues in a legal mess.

2.6 Behavioral Change

The bottom line for social marketers is change of behavior in individuals' groups, not just changes in attitude or knowledge. This is comparable to marketers of commercial industry who pay attention on consumers purchasing their products and services—realizing that knowledge of a product is not enough to create a sale. Change agents in 'social marketing' often need their target customers to accomplish one out of four elements: Accepting a new behavior (e.g., start recycling a product), rejecting a possible behavior (e.g., avoid smoking), modifying an existing behavior (e.g., increasing exercise from four to six days in a week), or abandoning an old behavior (e.g., quit texting when driving) (Phlip Kotler & Lee, 2008).

The change in behavior is usually intentional—the main purpose of social marketing is obtaining a degree of empathy and understanding with the customers in order to identify reasons and personal gains that can be linked to changing habits or product offerings.

It will take time for social marketers to see behavioral changes in all of these areas of concern. It is possible that a multifaceted method may be needed to affect change, and we should not, for instance, hustle for legislation as an obligatory first stage. As an instance, Miller (2013) in the 'Sydney Morning Herald' covered a NY Times story; in order to reduce obesity, the Education Department of the New York City in efforts to decrease obesity, began limiting what food is sold by vending machines and activities for money raising took place in schools in 2009. Food items on an accepted list contain approximately 200 calories per serving, 200mg of salt, and only 35% calories from fat. Bakery sales have been struck the severest, and the tale features about a teacher who is now unable to pay school tours for her kids due to bake sale restrictions. There are numerous apparent illegal student-run baking sales. This is just one example, but a greater knowledge of how regulation affects behavior change is required (Fasczewski, 2017).

3. Scales of Measurement

The advent of modern media has resulted in a pattern shift in most organizations' advertising tactics, shifting from a conventional style or "product-based" approach to a modern "customer-based" advertising style (Rust & Huang, 2014). This trend is largely because of the widespread usage of modern media and the ability of modern media technology to keep consumers and businesses in continual communication. Social media and updated technology are consumer-driven by type: unlike conventional media, content created through these stages

is generally generated, sustained, and conveyed among and by communities and customers (Bernhardt et al., 2012). These well-known, computerized, multi-steering communications have never been seen before, and they enable customers to directly converse their product wants and comments to corporations that are willing to hear (Mangold & Faulds, 2009). Furthermore, consumers frequently see new media as more reliable means of knowledge for "goods and services than company-sponsored messages sent through traditional means of the marketing mix" (Foux, 2006). To sum up, social marketers can now use modern media to involve vast majority of customers more intensely and more closely than ever before at the right time and right place.

3.1 Social Networking Sites

While there are different definitions of new media, electronic channels of communication like social networking sites, chat platforms, blogs, websites for customer-service rating, and discussion boards, among few, can all deliver enough opportunity for reciprocal contact among customers and marketers. The utilization of modern media by the customers has multiplied in industrialized economies, providing record opportunity to broaden the outreach and involvement of social promotional activities. Around the globe, the usage of modern media, such as mobile electronics, is increasing, opening up new avenues for engaging with customers about societal concerns in a variety of scenarios (Bernhardt et al., 2012). Most of the modern media, like mobile phones and other electronic devices, are also geographically and temporally connected; communication via these wireless networks can be connected to discussions and events taking place in live social networking web sites at a specified time and location. The communicating characteristic of modern media networks, as well as their location-based characteristics, give tools to social marketers in order to participate in consumer discussions and involve audiences for social change (Bernhardt et al., 2012).

Social networking websites are the most extensively utilized new media. These include well-known brands such as Facebook and Twitter. However online social networking platforms were formerly thought to be a generational experience used initially by younger age groups, present trends of rapid progress among senior users refute the notion (Lenhart et al., 2011).

Though online social networking platforms are broadly used, mobile phone use is almost ubiquitous in many places. In industrialized economies such as the United States, coverage of mobile phone extends to the whole grown-up population (Mandel & Scherer, 2012; Smith, 2011), and global mobile phone dispersion is constantly growing at an incredible rate (Ball et al., 2016; O'Droma & Ganchev, 2010). Mobile phone use is fast increasing in poor nations where approach to other types of interactive technology might be limited (Rohman & Bohlin, 2010). According to recent estimates, Africa has approximately 500 million mobile customers, making it one of the fastest growing areas of the world on the basis of mobile phone usage (Rohman & Bohlin, 2010). According to evaluation, more than five billion customers worldwide use mobile phones, accounting for approximately three-quarters of the global population.

The cost and capabilities of modern mobile devices have contributed significantly to the

recognition of mobile phones and their rapid evolution in global usage. Mobile phones, in addition to speech competences, allow users to transmit millions of text messages every month (Mandel & Scherer, 2012; O'Droma & Ganchev, 2010). Furthermore, most people use mobile phones to browse the internet, run apps (applications), and interact with others through social networking sites (Horrigan, 2009; Smith, 2011). These adaptable means enable users to engage with other people in their social web and retrieve data nearly anywhere and anytime.

3.2 Social Marketing Version 2.0

Modern media can position marketers at the pinnacle of the marketing mix by allowing them to expand and sustain program reach among their target groups (NSMC, 2011; Phlip Kotler & Lee, 2008; Séguin et al., 2005). Social Marketing Version 2.0 is defined as "the organized execution of interactive marketing techniques and principles that utilize participation of audience to provide value and gain specified behavioral aims for a social good." This extremely hands-on strategy for a social good delivers a foundation for the development of more efficient initiatives that are pertinent, measurable, assessable, and less costly. During the 2009 H1N1 virus outbreak, for instance, the US Centers for Disease Control and Prevention (CDC) created a campaign for social media responsiveness that effectively reached billions of individuals with emergency health messages. The CDC (Centers for Disease Control and Prevention) used Twitter, widgets, YouTube, web 2.0, and Twitter to provide updates and knowledge about the swine flu and urged users to circulate the message all over (Bernhardt et al., 2012). These free programs provided for direct assessment of followers and page views. During the outbreak, the CDC's H1N1-related account on Twitter and videos on YouTube received more than three million page views and approximately one million Twitter followers (Bernhardt et al., 2012). These tools enabled users of online media to get interested, involved, and keenly spread useful knowledge for the greater benefit. Moreover, it delivered a route for useful information to be distributed to a wide number of individuals in order to assist them in making a choice concerning the H1N1 virus and vaccine.

3.3 Web 3.0

Although applications of Social Marketing 2.0 are integrated into marketing campaigns, an enhanced capacity of applications of Web 3 is also demonstrating a promising future for Social Marketing. The capacity-driven tools of data are what Web 3 all about, that give significance to the data "cloud" which is gathered and saved by a range of means that includes uploads of data (which can be read by computer/machine), blogs and search engines (Birchall, 2015). An important advantage of Web 3.0 applications is the capability to dig and store or incorporate this relative data and facts. Combining features like 'data mining' and applications on geo-location like Foursquare, GPRS and Google Maps or Latitude can assist social marketing individuals actively involve at approximate place where consumers are using these applications and making important choices (Cohen et al., 2011; Ralphs, 2011; Ferrari & Mamei, 2011), approach there discussions, and market healthy decisions. As a consequence, position in the field of Social Marketing Version 2.0 and potential of Web 3.0 apps can deliver good approaches to communicate, modify information and location, and link

deeply with the customers (Cohen et al., 2011; Ralphs, 2011; Ferrari & Mamei, 2011).

4. Conclusion

The results of this study have summed up five milestones or trends in the field of social marketing and none of them are challengeable. The presence of first 4 trends owe to academics with a narrow scope and the ones having a background in social marketing. Most of the researchers who studies social marketing does not even belong to the field, and this is the reason that their unfamiliarity with the field have led them in aggravating the basic concepts of social marketing. So according to McAuley (2014), in order to avoid these trends, the field of social marketing should be much more than just social networking media and channels of communication, more than just an old-school marketing definition, must be free from the traditional concept of 4 Ps, must not follow the well-defined path of the field 'services marketing' and must organize itself to cooperate with the venture of large scale. To help with this, social marketers must

(i)   Accept new systems which place their behavioral interferences in a greater setting

(ii) Review the work of (Peattie & Peattie, 2003) in aims of establishing a new definition of social marketing

(iii) Strive for developing research activities in collaboration with big ventures which can deliver the chance of bringing a 'win-win' situation in the field of 'social marketing'. This must be proved scientifically and discussed worldwide by the collaboration of the different organizations of social marketing and be the center of attention for the future research in the field.

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