

## REVIEW ARTICLE

## ROLE OF SOCIAL MARKETING IN COMMUNICATION FOR DEVELOPMENT

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## ABSTRACT

The knowledge base of behavior modification methods that are appropriate and successful for public health interventions has outrun the growth of community-based health education efforts. However, data from several large-scale studies suggest that social marketing ideas and practices could be able to assist bridge the divide. The idea is that the two C4D paradigms (persuasive and participative) are complementary rather than mutually exclusive. The use of a shopper direction to create and promote intercession procedures, trade hypothesis as a model from which to conceptualize administration conveyance and program investment, crowd investigation and division techniques, the use of developmental exploration in program planning and pretesting of mediation materials, and channel examination for conceiving dispersion frameworks are all covered in this article. Paying attention to such elements may result in more cost-effective programs that reach a larger audience. This research focuses on the theoretical evaluation of the role of social media. Paying attention to these elements may result in more cost-effective programs that reach a larger audience. This work examined the importance of social marketing in communication for development and social change theoretically. A two-dimensional grid for Development and Social Change is offered based on the Communication Mode and Object of Change. It includes social marketing and other persuasive and participative communication tactics. As a result, the research supports Convergent Communication for Development.

## KEYWORDS

convergent, communication, development, marketing, social.

### 1. INTRODUCTION

Wiebe questioned, "Why can't you sell brotherhood and love?" forty decades ago which was criticized at the time as logical reasoning as, "rational thinking like you sell soap?" (Ling et al., 1992). Kotler and Zaltman introduced the phrase "social marketing", defined as the application of principles and techniques strained from the commercial sector, aims to influence a targeted audience to voluntarily accept a product or service (Kotler and Zaltman, 1971). A similar definition was given for marketing (Serrat, 2017). For decades, people have used advertising media for social goals and public service statements. Even though public service announcements and campaigns sparked a search among marketers, marketers did not study social concerns in terms of product or pricing until the 1960s and 1970s, and only by the late 1960s had a marketing spectrum campaign approached (Ling et al., 1992).

Although there are numerous definitions given by social marketers, the most prevalent one is a program-planning process that employs commercial marketing ideas and methods to achieve voluntary behavior change. Social marketing facilitates the acceptance, rejection, adaptation, abandonment, or retention of specified behaviors by the target audience. Although consumers are typically the primary audience for social marketing, it can also be used to sway politicians who can address the broader social and environmental determinants of health. In its most advanced form, marketing is now seen as a social activity made up of human behavior patterns involved in the exchange of resources or values. It's no longer only about increasing corporation profits (Serrat, 2017).

A three-month marketing campaign to encourage individuals to acquire an H1N1 vaccine, for example, is more tactical than social marketing. A campaign that encourages people to obtain regular check-ups and all of their vaccines when they're due to inducing long-term behavior change that benefits society. As a result, it might be classified as social marketing. A special behavior modification component in public health is included in many social marketing programs. A social marketing campaign for HIV testing, for example, uses messaging to persuade individuals to get tested.

### 2. CONCEPTS IN SOCIAL MARKETING THEORY

The Social Marketing Theory is a framework for planning, organizing, implementing, and assessing social marketing with the primary purpose of information exchange, according to (Bajracharya, 2018). It uses innovation to transmit information that is packed and disseminated according to a set of rules to ensure optimum efficacy, rather than relying on public service announcements as in the past. The goal of social marketing is to understand the social and psychological factors that contribute to societal resistance to change, as well as to increase the target group's acceptance, responsiveness, and implementation of any social notion. Marketing approaches such as market segmentation, exchange theory, and consumer research are all commonly used.

Marketing approaches such as market segmentation, exchange theory, and consumer research are all commonly used. The main purpose of social marketing is to help people in need. The two sorts of social marketing are strategic social marketing, which is used to establish new policies and

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development strategies, and operational social marketing, which is used to impact behavior. The general public is the target audience and other stakeholders, whereas consumer or market research, product or service quality, a distribution network, product or brand image, price, and consumer happiness are the most significant marketing components for supporting healthy behavior.

### 3. COMPONENT OF SOCIAL MARKETING

The four main components of social marketing that are also used as methods are known as the four Ps of social marketing (Bajracharya, 2018).

#### 3.1 Product

The target community is encouraged to acquire or use family planning, clean drinking water, saving and credit institutions, healthy foods, organic farming, and other socially required products. The goal of social manufacturing is to create products that are both sustainable and beneficial to society.

#### 3.2 Promotion

The goal of social marketing is to spread awareness about a product or a habit. It relates to how information is communicated. Public relations, media advocacy, and entertainment are all used to make it effective, as are advertisements, charts, documentaries, and other tools and methods. To promote more effectively, you must be creative.

#### 3.3 Price

In social marketing, the price may be monetary or non-monetary. The cost of purchasing a product that may benefit the wider population is referred to as the monetary price. Non-monetary costs include the psychological and social costs of changing a habit, time, or effort. If the price is low, the change is more substantial.

#### 3.4 Place

The location is where you'll find the needy target population. The most effective use of social marketing will be in this area. The completed alterations will take effect at the product distribution site or the location where the product is offered. The campaign will be successful if the area is easily accessible.

## 4. DISCUSSION

### 4.1 Development communication

There are two words in the phrase "development communication": "development" and "communication." The sharing of information or the comprehension of a message is referred to as communication. "Development," on the other hand, is difficult to describe because it depends on the situation. The phrase "change is at the heart of development" refers to constructive changes, such as social or economic transformations for the betterment or advancement of society. Development communication, on the other hand, is concerned with changing or improving anything through communication, which encompasses a variety of forms of messaging meant to influence people's socioeconomic circumstances and improve their quality of life (Ministry of communication and Information technology, 2018). Information dissemination and education, behavior change, social marketing, social mobilization, media advocacy, communication for social change, and community engagement are all examples of development communication approaches (Ongkiko and Flor, 2006).

### 4.2 The aspect of social marketing

#### 4.2.1 Need-based and eco-friendly product mix

The social marketer makes people aware of their wants and issues, and then sells need-based items or services, rather than simply selling things such as contraception, health examinations, or environmental protection ideas.

#### 4.2.2 Rational Promotional Policy

The social marketer employs advertising media, public relations, door-to-door selling, public meetings, vehicles, distribution, coupons, and other methods to sell ideas, thoughts, attitudes, and behaviors to promote social products. The establishment of a promotional policy by all organizations is emphasized in social marketing.

#### 4.2.3 Reasonable price of the Product

The price of a social marketing product can be in the form of money, time,

labor, or problem (i.e., trouble after immunization).

### 4.2.4 Effective and efficient Distribution

Physical items (e.g., bodybuilding equipment), intangible ideals (e.g., spiritual development), services (e.g., transportation, communication, etc.), and behaviors are all examples of social marketing products (i.e., Morning walk, breastfeeding, etc.)

### 4.2.5 The partnership between organizations and society

All social marketing challenges are complicated, requiring collaborative efforts from a variety of organizations (e.g., government agencies, non-profits, educational institutions, and other social groups) to get better results.

### 4.2.6 Suitable Govt. Policies

If the policies are sound, social marketing programs may face opposition from the target demographic. The idea of explicitly employing communication to achieve development goals and objectives developed in the United States shortly after World War II, at the same time as the idea of development support (Rogers and Hart, 2002). Propaganda probes, media investigations, and their impact on public opinion were all highlighted. Communication can influence social behavior. It began to spread inside the organization and the development sphere, to resolve post-war reconstruction difficulties on a national and worldwide level (Melkote, 2002). The sole avenue to development at the time was identified using evolutionary concepts. If the policies are sound, social marketing programs may face opposition from the target demographic. In a vertical "Centre-Periphery" approach in rural areas, the anthropological notion of cultural diffusion was utilized to provide a means of distributing technical advancements to the general people.

The Dominant Diffusionist paradigms notion was born (Rogers, 1976). Critical voices began to emerge in the late 1960s, pointing out the evident flaws and challenges in this linear unilateral theory of development communication, as well as in its application of a moral underpinning. Under the impact of neo-Marxist critical schools, dependency theories, and critical pedagogy, communication academics began to explore new ways to attain development goals through communication. Rather than being passive absorbers of ideas that aren't always customized to the local context or value-neutral, they adopted an Alternative Paradigm for Development Communication (Beltran, 1980). Local communities that are self-determining and aware of structural determinants are empowered and capable of actively participating in the dialogical elaboration of development policies, becoming a starting point for information flows, according to this paradigm.

The "Periphery - Centre" and "Periphery - Periphery" modes of communication are necessary in this case (Freire, 1970; Beltran, 1980; Huesca, 2002; Dagron and Tufte, 2006). Social Marketing became an element of the Development Communication agenda as these concepts were adopted by mainstream Development Communication research (Melkote, 2002). Policy makers and communicators have resolved to listen to the views of end-users to increase the efficacy of development aid programs as a result of public sector reform. Before a program is implemented, audience studies are undertaken, and Social Marketing strategies and techniques are used to persuade users of the service's benefits. The Social Theory of Marketing and Development explains how marketing and development are linked (Drucker, 1958; Kotler and Zaltman, 1971; Dholakia and Sherry, 1987).

However, in the development sector, the phrase marketing is not as commonly used as it appears (McKee, 1988, 2000). Its methods could be viewed as manipulative, and the marketing of public-interest goods in the manner of a company could be damaging. Users' engagement in audience research, on the other hand, is insufficient, according to supporters of the alternative paradigm. It is seen as a technique of achieving the development goals that have been imposed from without. The declaration of self-determination is made, with participation from the local community in the aims. The setting would suffice as a conclusion on its own (Huesca, 2002; Dagron and Tufte, 2006). What function does social marketing play in development communication: is it beneficial or harmful? Is it true that the two paradigms listed above are mutually exclusive? The current theoretical article contributes to the expanding body of data that supports Convergent Communication (Singh, 2002; Wilkins, 2008). Social Marketing for Development could play an important part in this integrated paradigm. Indeed, it lays the theoretical groundwork for studying and conceptualizing change objects (upstream and downstream parts), as well as communication techniques (push and pull).

Five new social marketing techniques are now being developed and evaluated, and while they may be used in future messaging and campaigns, they are not a panacea. The issue facing social marketing is difficult, with a rising tide of children's media use and massive and expanding commercial marketing efforts and resources. These strategies, on the other hand, would build on the proven social marketing trends in tobacco control, nutrition and physical activity, and HIV/AIDS prevention (Evans and Douglas, 2008).

- The first method is to improve audience segmentation. For example, social marketers can use market research data to find new commercial marketers' behavioural predictors that have been fine-tuned and linked to communication strategies.
- The second strategy is to tailor messages to very specific groups, for example, teenagers who visit specific websites.
- The third strategy is co-branding. The social marketers may link their branded messages as by commercial marketers to well-known companies.
- The fourth strategy is to maximize the use of technology. By harnessing low-cost word-of-mouth marketing via the Internet, mobile devices, and other media, social marketers can compete with the industry (so-called viral marketing).
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- The fifth and last strategy is social networking. Social marketers use the media used by children and teenagers to network to take advantage of potential social dispersion effects (for example, through My Space, iPods, Facebook).

**4.3 Opportunities of social marketing for development communication: -**

- Nepal had over 9.3 million Facebook members in January 2018. With over 6.4 million registered users on YouTube, entertainment and video sharing are other major use cases (MCIT, 2018). This type of media promotes the availability of people to participate in campaigns such as "Clean Bagmati" in the Kathmandu valley.
- As a result, a society-oriented development plan can assist in overcoming significant issues such as pollution, ecological imbalance, overdevelopment, and satisfying fundamental requirements such as drinking water, food, shelter, education, and health care. Social marketing can be used in any area of life to assist enrich people's lives while also ensuring the safety of the universe. Communication has become much more dynamic because of the expansion of information technology. Leaders of social change will need to use information technologies such as Facebook, YouTube, and Twitter to communicate with the public and generate confidence.

**4.4 Contribute to Development Communication: -**

- If innovative, thorough marketing has helped multiple businesses generate millions of dollars, there's no reason why a successful social marketing effort couldn't be even more powerful in altering people's behavior. After all, the advantages of excellent health (or a clean environment, or an end to rape) are unquestionably greater than the advantages of a pair of running shoes (Maibach, 1993).
- Do some research on the product and the message you want to send to customers.
- Examine the communication lines between the producer and the consumer.
- It assists you in reaching your intended audience. Social marketing forces you to consider who you want to influence and how best to persuade them. As a result, it is effective.
- Health care, social awareness, advertising, and feedback are all part of the management process (Maibach, 1993).
- The Internet, particularly mobile Internet, has had a significant impact on company and customer behavior in recent years. It introduces a new method for creating, publishing, and searching for content. With the growth of mobile Internet and its use in businesses,

marketing operations, including marketing communication, began to be carried out via this new medium (Mahesh, 2007).

- Many customers believe that the personal experience of individual consumers who own and use a product or service is more reliable than advertising, research findings, or labeling things with various symbols suggesting quality (good quality, safety)
- In recent years, non-profit institutions such as educational institutions, hospitals, government organizations, and non-governmental organizations have been interested in using social marketing to sell their services. The reach of social marketing is much broader.
- Social marketing approaches have been successfully employed in health promotion initiatives such as family welfare, heart care, human organ donation, physical fitness, immunization, AIDS, smoking, and drinking awareness. Social marketing approaches are being used in critical sectors such as providing safe drinking water, soil conservation, wildlife preservation, forestation, and environmental protection, among others (Leathar and Hasting, 1987).
- In sectors such as human rights protection, casteism abolition, and racism, social leaders have used social marketing methods. Western countries have accepted the environmental approach to development initiatives since the 1970s. Social marketing approaches have been used by businesses to implement their business policies, which include delighting customers, ensuring the long-term welfare of society, attracting investors, and inspiring and training employees.
- The current development tactics have resulted in various forms of pollution (i.e., air, water, sound, etc.) Unbalanced ecology has put humanity's very existence in jeopardy. Detergents used for fabric washing, for example, contribute to water contamination and the extinction of aquatic life. Popular plastic products are not recyclable and contribute to environmental issues.

Table 1: Push or Pull Convergence of Development Communication approaches Mode of communication			
Object of change	Diffusion Top-down, horizontal PUSH	Participative Bottom-up PULL	Convergent (All modes)
Individual/ social Behavior (downstream)	Change of individual & social behavior via persuasion approaches (Diffusion, Edutainment, Social Marketing)	Change of individuals via participation approaches (Dialogical pedagogy (P.Freire)	In-network
Structural/ institutional factors (upstream)	Change of structural inequalities, critical school (Empowerment, UNESCO & al; Media advocacy; 'upstream' Social Marketing)	Structural / Institutional Change, initiated by the local community (Social Mobilization; Media Advocacy; Social Movements)	In-network

Source: Maya Velmuradova, 2013

**5. CONCLUSION**

People's personal and social behavior has been successfully changed via social marketing. The "social" in social marketing refers to the fact that the major goal of social marketing is to achieve "social good" and, in many circumstances, to bring about social change, rather than to its use of social media. This is in contrast to traditional or commercial marketing, which is primarily concerned with maximizing profits. Although there are many various titles for social marketing, it is a method that is used to encourage voluntary behavior modification. This process entails developing and

implementing methods and approaches to persuade people to engage in certain activities. However, data from several large-scale studies suggest that social marketing ideas and practices may be able to assist close the gap. The idea is that the two C4D paradigms (persuasive and participative) are complementary, not mutually exclusive. Based on their "Communication Mode" and "Object of Change," we present a two-dimensional grid that includes Social Marketing and other persuasive and participatory communicative approaches for Development and Social Change. As a result, the research strengthens the case for Convergent Communication for Development. Based on their Communication Mode and Object of Change, a three-dimensional grid includes Social Marketing and other persuasive and participatory communication methodologies for Development and Social Change. As a result, the research strengthens the case for Convergent Communication for Development.

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