

Social Media Marketing as A Key to Social Change

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Abstract

Social advertising—another showcasing apparatus—can be an awesome resource if utilized legitimately. The gainful impacts of social advertising for a business and social change can be enormous, however one must recall that it must be utilized as a part of the most productive conceivable way. Social advertising likewise faces critical hindrances to development in light of the fact that there is no reasonable comprehension of what the field is and what its part ought to be in connection to different ways to deal with social change. Nonetheless, development is conceivable through increments in social advertising's offer of rivalry at the intercession, topic, item, and brand levels

Key Words: Social media, Social change

Introduction

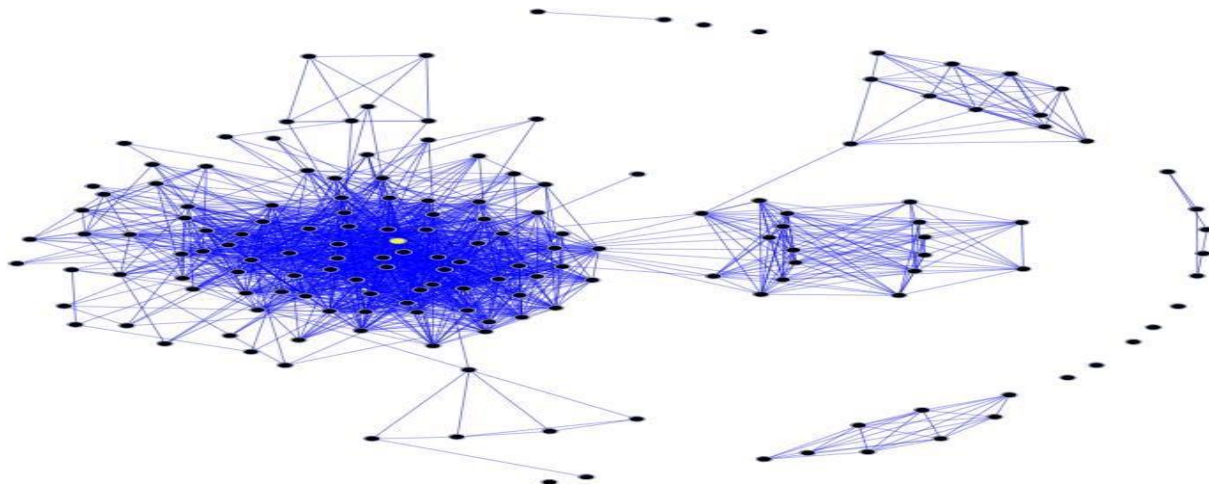
Some History Originally stimulated by an article by a sociologist, G.D. Wiebe (1951– 52), in the 1950s, social marketing's intellectual roots within the marketing field are found in Kotler and Levy's (1969) and Kotler and Zaltman's (1971) work (see also Elliott 1991). Its roots as a practice go back as least as far, beginning with family planning applications in the 1960s (Harvey 1999; Manoff 1975). Within academic marketing, its introductory period lasted perhaps 20 years, during which time social marketing struggled to establish a separate identity (Bartels 1974; Luck 1974) while broadening its scope (Andreasen 2001b). There are now several indicia that attest to the broad acceptance of this field. Conceptual and theoretical indications include the following. Several general textbooks (Andreasen 1995; Kotler and Roberto 1989) have been published, along with several specialized management books. •Chapters devoted to social marketing are now included in basic marketing textbooks (Baker 1999), nonprofit marketing books (Sargeant 1999), and health communications readers (Glanz, Lewis, and Rimer 1999). •A journal entirely devoted to the area, the *Social Marketing Quarterly*, was founded in 1994. •There are now three annual social marketing conferences, and the first Innovations in Social Marketing Conference produced a major readings book in 1997 (Goldberg, Fishbein, and Middlestadt 1997). •Social marketing centers have been established in Scotland, Canada, and Poland, and social marketing training programs have been held in several parts of the world. The Social Marketing Institute was established in 1999.

Social marketing approaches have been adopted by a wide range of U.S. federal agencies, most prominently the U.S. Department of Agriculture (5-a-Day program) and the Centers for Disease Control and Prevention, as well as state and local governments and a significant number of nonprofit organizations (see examples at www.socialmarketing.org). •UNAIDS has recently invoked social marketing as a primary tool in its fight against AIDS, and the World Bank is regularly conducting distance learning sessions using social marketing concepts. •Requests for proposals for social change programs at federal and state levels and by nonprofit organizations now frequently require social marketing components and social marketing capabilities. •Several major consulting organizations, most prominently Porter Novelli, Academy for Educational Development, and Prospect Center, have emerged as leading social marketing. Social marketers understand that their challenge of generating behavior change is no different from that of

commercial sector practitioners, who are rewarded only if they “move the needle,” not simply create great advertising, clever positioning, or great slogans. However, as Bloom and Novelli (1981) note, the challenges social marketers face is significantly more daunting.

Graph of the theoretical approach that depicts personal relations of internet users.

The social graph in the Internet context is a graph that depicts personal relations of internet users. In short, it is a model or representation of a social network, where the word graph has been taken from graph theory. The social graph has been referred to as "the global mapping of everybody and how they are related" The term was popularized at the Facebook F8 conference on May 24, 2007, when it was used to explain how the newly introduced Facebook Platform would take advantage of the relationships between individuals to offer a richer online experience. The definition has been expanded to refer to a social graph of all Internet users. Since explaining the concept of the social graph, Mark Zuckerberg, one of the founders of Facebook, has often touted Facebook's goal of offering the website's social graph to other websites so that a user's relationships can be put to use on websites outside Facebook's control.



Social Marketer

Any expert who efficiently endeavors to utilize the following Generic Competition, Intervention-Level, Competition Subject-Market Competition, Product Competition, Brand Competition qualities, can genuinely claim to take after a social advertising approach. Accordingly, until the point that such time as the field embraces an affirmation program, for example, the one as of late

started by the American Marketing Association for private-area advertisers, this format may be utilized to judge the degree to which a given individual or firm is really a social advertiser. For scholastics, the criteria should be fairly extraordinary. Scholastics contribute both theoretical structures and bits of knowledge (e.g., Goldberg 1997; Rothschild 1999) and cautious research thinks about on all aspects of the fundamental specialist approach. Consequently, specialists investigating the viability of elective messages for social showcasing efforts (Maibach and Cotton 1995; Pechmann and Reibling 2000), conceivable social advertising division techniques (Donovan 1999), elective purchaser conduct models (Hornik 2001b), or the results of particular crusades (Lefebvre and Flora 1988) would all be able to be said to add to the field of social promoting and, in that sense, to be social advertisers.

Use of Social Media Marketing

Social promoting can be connected in any circumstance in which a socially basic individual conduct should be tended to for an intended interest group. This gives social advertising a wide space. It is most ordinarily thought of as applying to "conclusive clients, for example, adolescents who smoke or moms who need their kids vaccinated. Notwithstanding, as noted in this manner, understand that a social showcasing methodology can likewise apply to achieving conduct changes in other key players whose agreeable activities are expected to make programs effective. These can incorporate individuals from the media, potential accomplices, funders, policymakers, officials, and an association's own staff. The standards and subjects of a decent social promoting effort can be utilized to impact all these intended interest groups. Albeit social showcasing can be utilized as a part of numerous sorts of mediations, it may not generally be the best approach. There are two criteria by which such choices can be made, adequacy and fittingness. Social advertising ought to be received just in particular circumstances in which it is probably going to be powerful. Adequacy, be that as it may, just sets the external limits for potential application. There is as yet the topic of when it is fitting to utilize social promoting. The primary inquiry includes the marshaling of confirmation. The second includes matters of educated judgment and ethics. Here, I propose, is a shot for social advertisers to apply their own innovation to their own concern. That is, if social showcasing is to increase critical piece of the overall industry among singular change approaches and to be utilized as a part of a corresponding style with group and basic methodologies, at that point its advocates should successfully advertise social promoting, in the

process exhibiting through their own behavior the energy of the approach. Winning this opposition involves singular conduct change, in which the intended interest group includes leaders at offices, projects, and establishments who may receive a social promoting approach.

Social Marketing as a Social Change

Social marketing plays a vital role in promoting social changes by different ways. Social marketing is highly effective for social change as most of the people are directly connected by social networks. Social marketing has totally change the individual convincing people as about more than 60% person of population is directly involved in it this can be understand by the below diagrams how people are connected using social media. Social showcasing is the efficient utilization of promoting alongside different ideas and strategies to accomplish particular behavioral objectives for a social decent. For instance, this may incorporate requesting that individuals not smoke out in the open territories, requesting that they utilize safety belts or provoking to influence them to take after speed limits. The essential point of social advertising is 'social great', while in business showcasing the point is fundamentally 'monetary'. This does not imply that business advertisers can't add to accomplishment of social great.

Health advancement crusades in India, particularly in Kerala and AIDS mindfulness programs are to a great extent utilizing social showcasing, and social specialists are to a great extent working for it. Not only in India but in throughout the world for example in UNAIDS has recently invoked social marketing as a primary tool in its fight against AIDS, A large portion of the social laborers are professionally prepared for this specific undertaking. Hostile to tobacco battles, Hostile to sedate crusades, Hostile to contamination battles, Street security battles, Hostile to settlement crusades, Insurance of young lady kid crusade, Crusade against the utilization of plastic sacks, Green showcasing effort, Social showcasing applies a client arranged approach, and uses the ideas and instruments utilized by commercial advertisers in quest for social objectives, for example, hostile to smoking efforts or raising money for NGOs.

Social advertising—another showcasing instrument—can be an extraordinary resource if utilized legitimately. The gainful impacts of social showcasing for a business can be gigantic, yet one must recollect that it must be utilized as a part of the most productive conceivable way. Social showcasing permits organizations and sites to pick up fame over the Internet by utilizing diverse

kinds of online networking accessible, for example, websites, video and photograph sharing locales, interpersonal interaction destinations and social bookmarking sites.

There are six unmistakable preferences of social promoting that make it an indispensable device to any advertising effort:

- Advances utilization of socially alluring items.
- Advances wellbeing awareness in individuals and encourages them embrace a more beneficial way of life.
- It helps in green advertising activities.
- It annihilates social indecencies that influence the general public and personal satisfaction.
- Social showcasing is one of the least expensive methods for advertising.
- Extraordinary compared to other focal points of social advertising is that anybody can exploit it, even from their own particular home.

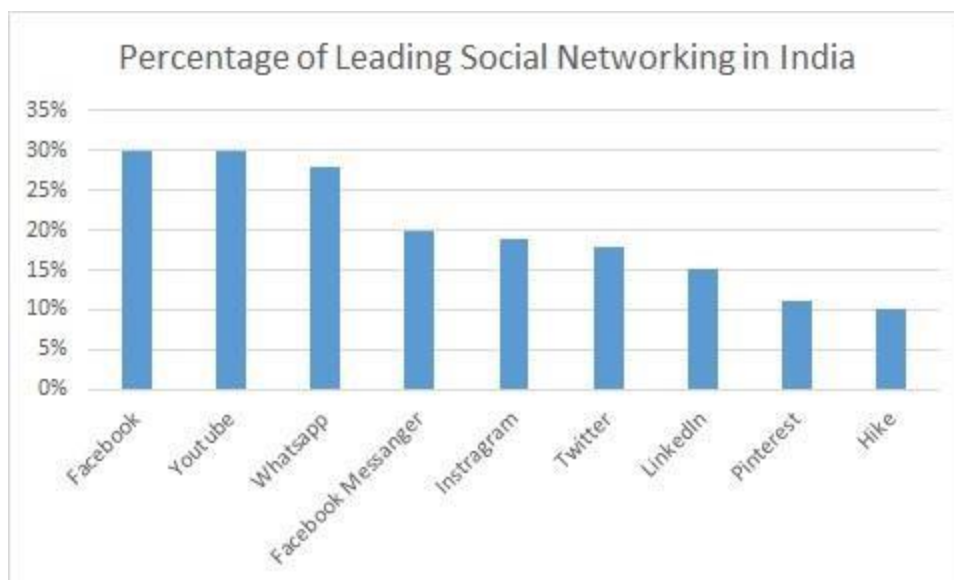
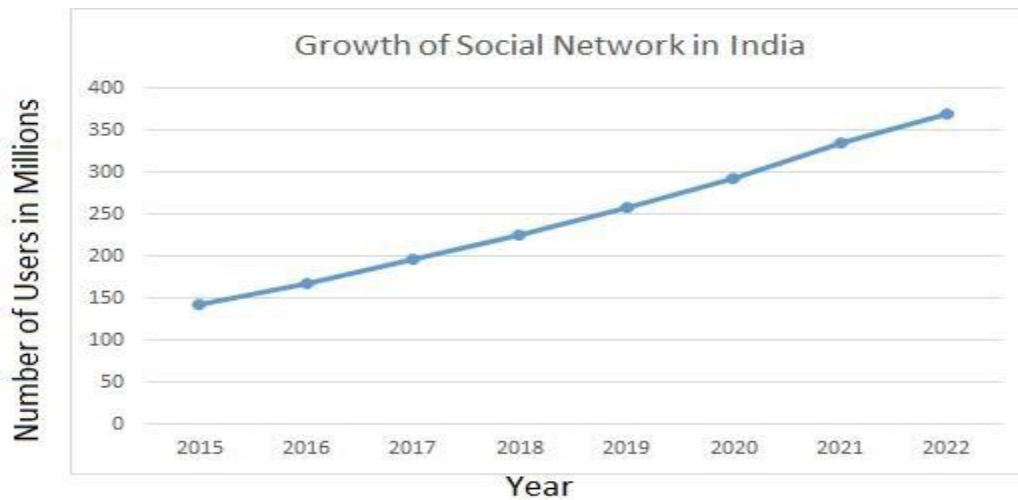
Social Media Marketing in India

Online networking promoting in India is profoundly compelling a direct result of the accompanying reasons. 60% of the long range interpersonal communication activity originate from Non-Metro-Cities yet the most noteworthy movement creating city still stays to be a Metro i.e. Mumbai the most noteworthy number of dynamic clients are from the 15-24 age gathering however LinkedIn has an alternate age gathering of dynamic clients i.e. 25-34 age-gathering. The male-female proportion demonstrates consistency with the general populace separation by sexual orientation i.e. 80:20 for guys. Web-based social networking in India contacts 60 for every penny of the online Indian gathering of people. Facebook and Orkut, together oblige around 90 for every penny of the clients in the online networking space. Facebook is the main informal community in India that has seen an enormous development, nearly multiplying its clients over the most recent a half year. Most elevated number of dynamic web-based social networking crowd in India are in the age gathering of 15-24 and are graduates who are searching for a Job or arranging further investigations. The greatest clients originate from the 'under 2 lakhs p.a.' salary class. This is on the grounds that informal communities are fundamentally determined by the adolescent Over 45% of the clients on Social Networks return amid the day. Facebook finish the rundown with clients

returning to more than 3 times amid a day. Larger part of the time spent by the Indian group of onlookers on Facebook is on Interactive Games/Applications and afterward on review Photos.

Below two graphs shows the role of social media marketing and its growth. The graphs itself gives the complete picture about the importance of social media marketing.

- the line graph shows the expected growth of social media in India. Number of expected social network users in India from 2015 to 2022 (in millions)
- the line graph shows the percentage of leading social networks in India.



Conclusion

In conclusion, many research studies identify that retailers can increase awareness of their brand by being creative when engaging customers on social media sites. Social media sites are a great stage for retailers to create an experience and retailers can use information stored on social media sites to improve user experience with their brand. Social networking sites are being utilized to enhance a company's brand appeal and increase their target market. Additional research is warranted regarding which social media marketing tactics are effective for small retailers. Social media opens up a whole new world for small retailers by providing an endless array of potential interactions with consumers, which is the main reason why there is a need for an increase in studies examining the impact of this new phenomenon on small retailers.

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