

INSINUATION OF SOCIAL MARKETING ON THE IMAGE AND PROFIT OF THE PRODUCTS THROUGH ADVERTISING

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Abstract: Social marketing involves marketing decisions considering the interests, needs and wants of the target customers to deliver products and services efficiently and effectively than the competitors to preserve and enhance society well-being. social marketing is the process where marketing principles and techniques are applied to create, communicate, and deliver value to influence the behavior of target audience to benefit the society in terms of health, safety, environment, as well as the target audience¹. Social marketing helps in increasing the profit and image of the product through branding. Branding is used as a popular tool to project itself in the social psyche of the customers and helps in retaining them. The focus of brands should be given to society contribution. Advertisement serves as a vital tool in recognizing a brand and help in long term profitability. It is a form of marketing communication to promote and sell a product². Through advertisement strong brand image of the product can be built. The value of the product is portrayed through the image which build trust, hope and belief towards the product. Brand image in turn helps in increasing the sales and revenue of the product. The paper aims in determining the impact of social marketing of the product on the customers. It helps in finding out on how the image and profit of the products increases through advertisement. The exploratory study was adopted to analyse three case studies. Data was collected using information from research articles, pedagogic articles, reports from industry-based sites, books related to the study, television and newspapers. Customers can make as well as break a business. To stand out from the competitive environment, brands should serve for a social purpose. Giving or doing something free is not a social marketing because they are short term and the impact is less. We can go with the proverb 'Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a life time'.

IndexTerms - Social marketing, branding, advertising, image, profit

I. INTRODUCTION

Social marketing involves marketing decisions considering the interests, needs and wants of the target customers to deliver products and services efficiently and effectively than the competitors to preserve and enhance society well-being. social marketing is the process where marketing principles and techniques are applied to create, communicate, and deliver value to influence the behavior of target audience to benefit the society in terms of health, safety, environment, as well as the target audience¹. The major role of social marketing is to improve the knowledge and communication on social issues among the customers.

Customers expectations are increasing day by day. They are not satisfied with the trustworthiness of the brand and delivery of good products. They indeed require the brands to express in a good manner. That is, they prefer a meaningful relationship with brands. Social marketing helps in increasing the profit and image of the product through branding. Branding is used as a popular tool to project itself in the social psyche of the customers and helps in retaining them. The focus of brands should be given to society contribution instead of engaging in profit. The purpose should not be age old, it should be practical and make sense to the customers. Brands should not only aim in improving the lives of the customers, but they should also contribute to the society. And the most important thing is that the society contribution should not be used as a tool to attract customers because it is not a decorative word. Only when a genuine desire is instilled, they can become a significant brand to the customers throughout.

Customers have become socially conscious. They are more favourable towards a brand that is more oriented towards the welfare of the employees, the brand which strives for the development of the society and provides environmental sustainability We are living in a tech savvy environment and it is transparent to a greater extent, companies should decide whether profit and purpose are mutually exclusive. The customers can be retained only when there is a purpose for the brand. This is because profit is temporary, and it will not help during hard times. Customers intention towards brand are changing. They are focusing on brand values and contribution to the society rather than seeing their revenues. Any established business should be very much passionate about what they are doing and

why they are doing it. Purpose and values act as the foundation for business. A business focusing on purpose will be more profitable. Products should be created for a cause so that they add value to the world.

Advertisement serves as a vital tool in recognizing a brand and help in long term profitability. It is a form of marketing communication to promote and sell a product². Through advertisement strong brand image of the product can be built. The consumer awareness of the product can be increased through advertisement. The value of the product is portrayed through the image which build trust, hope and belief towards the product. Brand image in turn helps in increasing the sales and revenue of the product. Image determines the sales which in turn results in profits, thus creating a positive image for a product.

II. LITERATURE REVIEW

Social marketing is used as a strategy to help in addressing the social issues such as health, community, safety and environment. Mainly in order to influence people to change their behavior for social issues social marketing. In social marketing several techniques of marketing is used to influence social behaviour. A behavioural change is established by social marketers. Social marketing is performed by marketers to do four things. It helps to reject a potential behavior, accept a new behavior, to abandon the old behavior and to modify a current behavior (Kotler, Roberto and Lee, 2002, 5). According to Storey et al., 2008, social marketing is intangible in nature because it helps in changing in behavior. This is because product obtained from social marketing help in reducing the disease caused by hazardous material and improves the health of the customers. The main aim of social marketing is that it helps individuals to change the behavior for the welfare and wellbeing of self and the society.

From the findings of Hastings and Donovan (2002), it can be interpreted that social marketing will not only influence the individual behavior but will also have impact on physical and social determinants of the behavior. The strategies of social marketing to have a positive impact on the social impact of the community (Smith, 2011). Keller (1998) has discussed the impact of branding on social marketing. According to him, a very crucial aspect of social marketing is branding and indeed it is a crucial function as it helps individuals to communicate and signal to themselves for benefits. Keller and Lehman (2006) identified the impact of brands at three levels which include financial market, customer market and product market. The value amassed by the benefits of these variables is referred as brand equity.

Brand creates great advantage to many organization. So, the first priority of many organization is to build strong brands. In order to have an identity in the market, strong brand should be created (Yasin et al, 2007). The understanding of people with respect to brand is done by observing their manifestations. The coherence and consistency of the brand with their initial proposal, will make the consumer to understand the brand design (Samprini, 2010). The ultimate aim of social marketers is to provide positive social benefits to the customers and help in preventing the social problems faced by the people. It means that their aim is not to advertise products for financial gain rather they wish to create a social impact (Mckie and Toledano, 2008).

According to Remziye (2014) advertisements are persuasive and informative in nature. It acts as an effective tool for communication which helps in attracting customers to purchase goods and services. In order to gain customer attention and credit in both businesses and non-businesses organization advertisement method is used. Kotler and Keller (2016) mentioned advertisement as a cost-effective method to broadcast messages and information to education people and build brand equity. Even the environment today is very competitive and challenging good advertisements always provide benefits. It acts as a very good tool to educate people as they get good information and knowledge regarding the product. The advertisement has many purpose or objectives, that is, they aim in informing people regarding the product, persuading them to act as reminder to buy the product. Advertisement can be done through many sources, namely, posts, newspapers, radio, television, magazines, brochures, newsletters and telephone.

III. OBJECTIVE

The paper aims in determining the impact of social marketing of the product on the customers. It helps in finding out on how the image and profit of the products increases through social marketing and advertisement.

IV. METHODOLOGY

The exploratory study was adopted to analyse three case studies. Data was collected using information from research articles, pedagogic articles, reports from industry-based sites, books related to the study, television and newspapers.

V. RESEARCH FRAMEWORK



VI. CASE ANALYSIS

CASE STUDY 1

PaperBoat was started by four friends Suhas Misra, Neeraj Kakkar, Neeraj Biyani and James Nuttall in 2011. Paper boat produces traditional indian beverages and juices. The brand has emotionally connected with many consumers within a short period of time. PaperBoat uses story telling to create brand awareness among the consumers.

Strategy for marketing

Paper Boat's uses simple marketing strategy which is nothing but story telling campaign. The campaign focusses on the urban population in the age group of 20 to 40.

Social media acted as a great boon for the success of paper boat. Network of social media like Youtube, Facebook, Instagram and Twitter were used to spread the content among the customers. The content of the story moves around its brand philosophy of paper boat, that is, "Life still is Beautiful". All activities including playing games, running behind rickshaws, making kites and indeed making paper boats became the main point of interaction.

Float a Boat campaign

Paper boat got the consumers to make paper boat and made them to share the pictures in the social media. For every picture Rs. 20 will be donated towards children's education. This was done by teaming up with parivaar ashram. And indeed the brand captured a film on how to make boats and advertised in social media.

How PaperBoat is succeeding

Paper Boat is different from the regular soft drink segment. It provides ethnic flavoured drinks using naturally found spices and cordiments. The flavor and packaging has made it reach across the globe. The paperboat is like a home made product. And its competitors are mainly non branded products. This feature make it different from other brands. The brand has the opportunity to fix prices wisely. The brand is standing out by emotionally connecting with people. The main strategy used by paperboat is that they provide 5 percent greater profit margins to the retailers than the competitors. They are choosing best place for their products to reach the consumers. They have tied up with Indigo airlines to make product reach people Onboard. Similarly in many school cantenns the product is available as it is considered as healthy.

In order to promote the product many advertising techniques were used. It was done through news papers, word of mouth, television and social media. Paperboat mainly focused on products rather than establishing brands. Their strategy was to focus on products which made them to become customer centric. This in turn made their brands to get connected with the customers. Advertisement campaign made paperboat to connect with the people. The video in the advertisement was hear touching as many consumers relived their childhood memories. They made people to emotionally connect with the the brand philosophy 'Drinks and Memories'', through the advertisement narrating malgudi days. The story telling campaign and float a boat act as great pillars for the brand establishment.

Result

The video touched the emotions of millions of people. The video received thousands of views within a short span of time. The success has made the company to launch more than 25 varieties in total. Paperboat is available in more than 20,000 retail outlets. And in fact it is tied up with jet and indigo airlines. And hotels like trident and westin coffee chain like barista have paperboat tie up. Though the campaign sound simple like float a boat or story telling the brand is emotionally connected with the customers. The social marketing campaign has made the brand reach across the globe. It is not the money that we invest is making the brand reach the

customers, but it is like what clever strategies we use to attract customers and the main thing is the best product that is whether it is satisfying people and whether it is solving the purpose matters.

CASE 2

Tata salt is a brand from tata, and it is the first branded salt. The brand came as a byproduct. Tata chemicals have their chemical plant in Mithapur. For the soda ash plant fresh water was needed for boilers, which the company got by purifying sea water. By this only they got the byproduct which is high quality salt. During that time government with the support of UNICEF promoted iodized salt, because many children were facing iodine deficiency. The market for iodized salt was around 21.7 billion rupees out of which Tata Salt contributed 3.74 billion which constitutes around 17.3 percent of the market. Loyalty and integrity are the core values of tata salt. It is the pioneer of Indian branded salt industry.

Tata salt have many varieties too. Like low sodium salt (Tata salt Lite), iron fortified salt (Tata salt plus), Tata rock salt and Tata black salt. The salt is sold through 16.6 lakh retail outlets and nearly 70,000 tonnes of salt is sold reaching 135 million outlets. The superior product quality has made the product to reach across the globe.

Desh ka Namak Campaign

Tata salt collaborated with CRY (Child Relief and You) to help undernourished and underprivileged children through desh ka namak campaign. 10 paise for each kg of salt was spent on children education and spent on the health of undernourished children. This indeed helped in building the brand image, increase sales and spread awareness on social issues. The campaign emotionally connected with the people and helped in building competitive advantage. Advertisement was done through celebrity Olympian MC Mary Kom, where she explained her story on how she became an Olympian from the scratch in her own voice. This made the audience to get emotionally connected as they realized the struggle and hurdles that are faced in order to reach a position. In the advertisement she explained the family and societal pressure that she faced in the event of becoming an athlete. And though now she is gaining respect she encouraged kids who are interested in sports and are not able to afford, to become like her to join in the Mary Kom boxing academy.

Social marketing played a major role in establishing the brand. Twitter and Facebook was used to expose players, and it was a shock that many people are bit aware of many famous players even after getting hints. They were not able to identify the players representing our own country. This made people to get attention to all the updates and the likes and comments increased to the core. Many videos were shared on the hardships faced by the players. Since all players explained their struggle to establish themselves, people were able to feel their pain.

Result

In the competitive environment Tata salt struggled to establish. Advertisement helped in increasing the brand value. They talked about their purity and packaging techniques. This strategy has led to many likes for the salt across the social networking sites. Through advertisement the salt celebrated the achievement of personalities in a honest and integrated manner. The social media campaign encouraged the customers to share stories of people they know who made a difference in the nation. Emotional attachment with the customers made them to be different from other brands. Tata salt has moulded the image on the social media through the campaign. The campaign not only explained the struggles faced by the athletes but also explained that it's their time to give it back to the country. The Tata salt have not pushed their brand to the people but through advertisement and emotionally connected videos brand image was created among the people. In order to connect with the community, Tata salt used public relation for the brand sustainability on a long-term basis.

CASE 3

Lifebuoy is a personal care brand associated with the FMCG sector. It was introduced in the year 1895 by Lever Brothers. Lifebuoy has a widespread and strong distribution network. Lifebuoy helps in contributing to the growth of Unilever. Though handwash may sound simple, washing hands for 20 seconds may provide millions of benefits. Many well educated people also don't have the habit of washing hands. Lifebuoy helps in promoting the habit among the people, it helped in increasing the sales at the same time it has positive impact on public health.

Help A Child Reach 5 campaign

The brand tried to change the hand washing behaviours of people across the globe through advertisement. It targeted 130 million people across the globe. The advertisement became viral because every year 2 million kids below the age of 5 die of diarrhoea and pneumonia. It helped the audience to educate themselves and engage them about a cause through social media.

Lifebuoy adopted the village thesgora, where the infections like pneumonia and diarrhea are common. The advertisement creates awareness on handwashing and instills the importance. People are made aware about the brand though of lifebuoy which is germ protection. The aim of lifebuoy is to increase the handwashing habit of one billion people around 2020, mainly children under 5, to prevent them from getting vulnerable to life threatening diseases. Interactive strategy was used among the people to create awareness. The brand message clean hands everyday was clearly communicated to the people. In fact people were made to wipe the dirt in the hand by swiping their mobile devices. This made people to realise the importance of handwashing, because through every swipe people were shown interactive advertisement.

Result

The brand correctly target the young group. Through this they are not only able to save the lives of many kids below five, but were able to instil the good habit of handwashing among the children. This in turn increases their profit level too. When children gets conscious then automatically they will make the parents to become aware of it, and thus the programme has benefitted many.

VII. FINDINGS

Now-a-days many brands are turning into marketing which is purpose driven, as it helps in creating loyalty among potential customers. Through social marketing, the act of saving the world and social welfare deeds are instilled among the consumers. The responsibility among them have increased, although they see their personal benefits first, their thoughts to save the society or protect the society will also increase through purpose driven marketing. The customers are getting a feeling that their lives are improved through charity efforts and this feel will enhance the market too. The analysis of the case showed that how the companies are growing and earning profit and at the same time how they are instilling social consciousness among the people. The advertisement helps in improving the brand image of the company and as they are able to connect themselves emotionally with the customers.

VIII. CONCLUSION

Customers can make as well as break a business. To stand out from the competitive environment, brands should serve for a social purpose. Giving or doing something free is not a social marketing because they are short term and the impact is less. We can go with the proverb 'Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a life time'. Sustainability is they key point, brands should do something that benefits the society.

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