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INFLUENCE OF SOCIAL MARKETING ON COMMUNITY ENGAGEMENT BEHAVIOUR – A STUDY WITH REFERENCE TO KARNATAKA

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ABSTRACT:

The concept of Social marketing always works for benefit of the consumer or society as a whole, and its main objective is to bring a change in social behavior. Community engagement means involving in the activities that support and improve social wellbeing. It is a voluntary activity that intends to help the needy and serve society at large. Community engagement includes blood donation, organ donation, financial donation, adopting animals. Social Marketing have influence on community engagement both positively or negatively.

In our research paper, we have analysed whether social marketing is influencing community Engagement related individual behavior. The sample size of the study is 150. Statistical software like SPSS and MS Excel were used to analyse the data. Hypothesis testing was done by using SPSS software by using the statistical testings like Independent sample T test, One Sample T Test, Correlation and Descriptive statistics.

KEYWORDS: *Community Engagement, Social Marketing, Influence, Messages, Awareness.*

INTRODUCTION:

Marketing is a term mainly used in business to survive in the market for a more extended period. The term social marketing is different from commercial marketing. Commercial marketing always works for the benefit of the marketer. In contrast, social marketing always works for benefit of the consumer or society as a whole, and its main objective is to bring a change in social behavior.

Behavior is a part of our daily life. It includes the actions or mannerisms made by individuals in a particular situation. Behavior can be driven in part through feelings and thoughts. Behavior impacts the person's attitude and value system.

Community engagement means engaging in the activities that support and improve social wellbeing. It is a voluntary activity that intends to help the needy and serve society at large. Community engagement includes blood donation, organ donation, financial donation, adopting animals, etc.

Social Marketing influences community involvement like blood donation, Organ donation, financial donation, Adopting animals, etc. The influence may be positive or negative.

REVIEW OF LITERATURE:

Thanika Devi juwaheer, Indeeren vencatachellum, Sharmila pudaruth, Mohammad sajjid issop saib (2012) The paper titled Social Marketing efforts to boost blood donor rate in developing countries: A case study of Mauritius with the objective of investigate the perceptions and attitudes of existing blood donors on blood donation in Mauritius and also to determine the significant factors impacting on blood donors satisfaction in Mauritius, For the study data collected through questionnaire from 125 blood donors residing in Mauritius and SPSS used for descriptive and inferential analysis. The author suggested that the blood services associations should create greater awareness of their events. Certificate of recognition after blood donation and remuneration of blood donors are essential factors to encourage blood donations. Blood services associations should reorient their social marketing strategies to promote blood donation in the future.

Geetha Mohan, Asokan A Aswanthy (2019) A paper titled Organ donation in India-A Social marketing perspective to establish the role of perceived awareness, family support, perceived individual value, and religiosity on organ donation intention and collected The Primary data for study through a structured questionnaire from 247 respondents. The author suggested that the predictors are positively related to organ donation intention mediated through organ donation attitude, and perceived risk moderates the influence of organ donation.

Agarwal A (2016) A paper titled Social Marketing of Voluntary blood donation/Organ donation is a conceptual paper. In this paper, the author explained the importance of social marketing in changing the behavior of people towards blood donation/organ donation. The author said that the social marketing of voluntary blood donation is the boom to voluntary blood collection and donor satisfaction.

Tyler R Harrison, Susan E Morgan & Lisa v Chewing (2008) A paper titled The Challenges of Social Marketing of Organ Donation: News and Entertainment Coverage of donation and Transplantation. This paper explores the issue by situating the social marketing of organ donation against a broader backdrop of entertainment and news media coverage of organ donation. The author said that the marketing of organ

donation for entertainment essentially creates a counter-campaign to organ donation with more excellent resources and reach than social marketers have access to.

OBJECTIVES:

- To study the demographic profile of the community engagement social marketing.
- To study the influence of community engagement social marketing on the general public.
- To analyze the relationship between the awareness and influence of community engagement social marketing.

LIMITATION:

- Only the community engagement have been covered in the research.
- The data has been analyzed by considering the individual perception not as whole.

METHODOLOGY

Sampling Method:

Convenience Sampling method has been used to collect the data.

Sample Size:

Around 160 samples has been collected from the Total population.

Statistical Technique:

Statistical software like MS Excel and SPSS are used to analyze the statistical data.

Hypothesis testing are done by using the independent sample T Test and Correlation.

HYPOTHESIS:

Ho1: There is a no significant mean difference between gender and influence of Community engaged due to social marketing messages.

Ho2: There is a no significant mean difference between marital status and influence of community engaged due to social marketing messages.

Ho3: There is a no significant relation between the awareness level and influence level of general public.

Ho4: Literacy is not the first step towards freedom and liberalization from economic and social constraints.

ANALYSIS AND INTERPRETATION:

Ho1: There is a no significant mean difference between gender and influence of Community engaged due to social marketing messages.

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Influence	Male	76	4.2684	.51697	.05930
	Female	83	4.2434	.58188	.06387

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
								Lower	Upper	
Influence	Equal variances assumed	.224	.636	.286	157	.775	.02505	.08761	-.14800	.19809
	Equal variances not assumed			.287	156.863	.774	.02505	.08715	-.14710	.19719

In the above table Levene’s Test for equality of variances is more than 0.05 so we are accepting the values of equal variances assumed . In the T test for equality of means the significant value is 0.775 which is more than 0.05.If the significant value is more than 0.05 then we accept the Null Hypothesis.

Therefore, we can conclude that There is a no significant mean difference between gender and influence of Community engaged due to social marketing messages. The male as well as female are equally getting influenced by social marketing messages on Community engagement.

Ho2: There is a no significant mean difference between marital status and influence of community engaged due to social marketing messages.

Group Statistics

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Influence	1	125	4.2816	.55596	.04973
	2	34	4.1588	.52519	.09007

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
								Lower	Upper	
Influence	Equal variances assumed	.000	.985	1.155	157	.250	.12278	.10631	-.08721	.33276
	Equal variances not assumed			1.193	54.827	.238	.12278	.10289	-.08342	.32898

In the above table Levene’s Test for equality of variances is more than 0.05 so we are accepting the values of equal variances assumed . In the T test for equality of means the significant value is 0.250 which is more than 0.05.If the significant value is more than 0.05 then we accept the Null Hypothesis.

Therefore, we can conclude that There is a no significant mean difference between marital status and influence of Community engaged due to social marketing messages. Married and single are equally getting influenced by social marketing messages on Community engagement.

Ho3: There is a no significant relation between the awareness level and influence level of general public.

Descriptive Statistics

	Mean	Std. Deviation	N
Awareness	3.7472	.84358	159
Influence	4.2553	.55022	159

Correlations

		Awareness	Influence
Awareness	Pearson Correlation	1	.416**
	Sig. (2-tailed)		.000
	N	159	159
Influence	Pearson Correlation	.416**	1
	Sig. (2-tailed)	.000	
	N	159	159

** . Correlation is significant at the 0.01 level (2-tailed).

From the above table we can analyze that the significant value is less than 0.05 which means we reject the null hypothesis and accept the alternative hypothesis. Therefore we can conclude that there is a significant relationship between the Awareness level and Influence level of Social marketing messages on community Engagement.

As the Pearson Correlation is 0.416, It says that there is a positive correlation between Awareness and Influence. As the awareness level increases even the Influence level also increases among the target audience.

Ho4: Literacy is not the first step towards freedom and liberalization from economic and social constraints.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Messages [Literacy is the first step towards freedom and liberation from social and economic constraints.]	159	4.48	.692	.055

One-Sample Test

	Test Value = 2					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Messages [Literacy is the first step towards freedom and liberation from social and economic constraints.]	45.253	158	.000	2.484	2.38	2.59

Sample of 159 is taken for analyzing the data. The significance level in the above One Sample t test is 0.000 which is less than 0.05. which stated the Reject Null Hypothesis. Accept the alternative hypothesis i.e., all are accepting that the Literacy is the first step towards freedom and liberalization from economic and social constraints.

FINDINGS:

- The male as well as female are equally getting influenced by social marketing messages on Community engagement.
- Married or single, both are getting influence of Community engaged due to social marketing messages.
- There is a positive correlation between Awareness and Influence of community engagement .
- If the awareness level increases, the Influence level also increases among the target audience.

- Literacy is the first step towards freedom and liberalization from economic and social constraints.

SUGGESTIONS:

- The government should take some measures to create the awareness of community engagement among the general public.
- More Social campaigns to be held to reach the large target.
- The Innovative Promotional activities to be held by Social Marketers or Government to reach large target audience.

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