

Impact of Social Issues in Marketing

Ramar Veluchamy*, Rajat Gupta**, Raj Sagar*** and Ravisankar Chowdhury****

ABSTRACT

We aim to gain insights into whether the social issue in marketing changes the buying behavior. Here we have tried to establish the correlation among which social factors drive the change in the customer's buying patterns. Brands are now focusing more on social issues to build emotional connections with their customers. Some cases which are prominently used are poverty, gender inequality, environment-related issues and awareness. The paper explores how corporations use social problems in their brand promotions and strategies to reach out to consumers. It discusses how these aspects influence the company's sales and income and whether or not this has an effect on the company's brand image. Often firms combine social concerns with their marketing campaigns to appeal to consumers emotionally and boost consumer experience.

Keywords: *Buying behavior, Social issues in marketing, Social issues in advertisements, Consumer buying decision.*

1.0 Introduction

Social marketing aims at 'social good'. Social marketing means creating and modernizing the past showcasing ideas with various ways to deal with social change. Social promoting focuses on conduct change that benefits the general public for social wellbeing. It is sub arranged into two classes marketing classification and social class. Social Category utilizes government assistance plans while promoting classification centers around the business just as the public area approaches showcasing. It has re-imagined itself to socio-social and basic change identifying with different social issues identified with the geological zone. Its mission is to inspire individual and collective thoughts and behavior to promote equitable, efficient, impartial, rational, and well-supported social change. Brands are presently zeroing in additional on the social issues to fabricate enthusiastic associate with their clients. A few conspicuously utilized points are poverty, sexual orientation imbalance, and climate-related issues. Along these lines, in this paper, we will break down social promoting expands the brand estimation of organizations or not how they are influencing the purchasing behavior of the customers.

2.0 Literature Review

Marketing is a business process of identifying, anticipating and satisfying customers' needs and is employed to draw in customers; it's one of the first business management components and commerce. Robert Keith's article of 1960 depicts "The Marketing Revolution" has a history of selling practice.

*Corresponding author; Assistant Professor, Department of MBA, XIME, Tech Mahindra Building, Bengaluru, India. (Email: drvramar@gmail.com)

**Student, Department of MBA, XIME, Tech Mahindra Building, Bengaluru, India. (Email: rajat25blr@xime.org)

***Student, Department of MBA, XIME, Tech Mahindra Building, Bengaluru, India. (Email: rajs25blr@xime.org)

****Student, Department of MBA, XIME, Tech Mahindra Building, Bengaluru, India. (Email: ravisankar25blr@xime.org)

In 1976, The Evolution of Marketing Since it emerged as a distinct discipline at the turn of the century, Thought has marked a watershed moment in our perception of how marketing philosophy has developed. According to etymologists. In 1897, dictionaries released the current concept of marketing as a method of transporting products from source to customer, emphasizing sales and advertisement. In the 21st century, marketing is an efficient method of awareness and interest generation focusers to shop for its offerings. Andreasen and Kotler explained the traditional two ways for marketing– Descriptive and Prescriptive. Descriptive may be an activity that members of society do, and authoritarian are some things members of a community need to do to realize certain results. They often emphasize manipulating behavior, which is what social marketing or any marketing operation tries to understand, is the last word target of generic marketing. In the 1970s, when Philip Kotler emerged as a discipline of research, Social Marketing and Gerald Zaltman emphasized that to plug or sell concepts, attitudes and habits, an analogous principle used in generic marketing was used. There are four key targets for executing an effective marketing strategy for the business, no matter the industry's time or state.

Building Brand Awareness - You must first understand who you are as an organization and who your future clients are to sell your product or service effectively. Your brand will serve as the pillar upon which your entire business will be founded. You must identify the following to build effectively, or even re-create, a powerful, popular brand that targets your target audience: Who are we as a company? What are the keywords that customers use to find our goods or services? What are our customer personas, and what do they look like? What separates us? How do we use content and graphics to express our expertise? What kind of benefit do we deliver? What motivates consumers to order from us? What brings them back? After the brand has been created, we may start a marketing strategy to increase brand awareness. **Engage with Target Audience:** You will easily humanize your brand and put yourself as an ideal person to shop from or do business with by remaining engaging with your target audience. **Driving Traffic, Leads, and Sales:** The aim is the same, but the approach has changed from traditional marketing brands to cause-related marketing or use of social issues in marketing.

2.1 Social marketing

In 1971, in the seminal paper, "Social marketing: An approach to planned social change", the word social marketing was coined (Kotler & Zaltman, 1971). The publication explained how it could be possible to solve social problems through marketing practices. Like every marketing brand, a social brand is far away. As your conventional branding message would do, it should represent your company's core values as well as your marketing message. Five C's are included in the social marketing brand: change-oriented, competitive, compatible, caring and culturally suitable. The difference is that a social brand represents the social and environmental contribution of your business. A social brand will convince your stakeholders that you have a positive, important, and authentic message about your company and, by extension, the world. Social marketing differs from other marketing methods in terms of the marketer's and his or her organization's priorities. In social marketing, the marketer strives to manipulate social habits for the good of the audience and society as a whole rather than for financial gain. "Social branding" refers to eco-branding for social change. It necessitates all publicity and networking tools available, from print advertising to public relations to social media. The goal should be to train them to work for you to spread the socially conscious message of your company. The effectiveness of social branding is dependent on a variety of factors.

To get the best output out of social marketing, we should be going in the following ways:

Identifying the most suitable cause for your society and climate would help both the community and the environment. Recognizing goals, monitoring progress, and reporting successes to track effectiveness over time. Recognizing corporate social partners – which may involve cooperation

with other for-profit corporations, non-profit organizations, grassroots organizations, and so on. Using the SWOT review, particularly if you want your group and supporters to hear about your achievements and what you're doing to change people's lives and the environment. Taking a systematic approach to social media, integrating it into as many industry areas as possible. Estimating the Social Return on Investment (SROI): The SROI will help us assess the importance of our actions and offer more knowledge for communicating the company's impact by seeing how well our constituents appreciate our social branding and progress in bringing about meaningful change.

Developing a social brand will help make our corporation or organization a positive force globally and increase loyalty to the workers, clients, boards, members of the group, etc. Greater profitability comes with greater commitment. People like to feel like they're a bigger and stronger part of something than themselves. By designing possibilities for them to contribute to a cause, by creating opportunities for them to contribute to a cause, we're bringing joy to our stakeholders and increasing awareness of social issues. Drumwright (1996) noted a decade ago that advertising was on the rise with a social dimension. It seems the pattern continues. Many corporations, including Target and Wal-Mart, have sponsored massive national ad campaigns to support their good work. The *InStyle* magazine issue of October 2005 alone carried more than 25 ads for the "cause" Consumers seem to be paying attention; in 1993, only 26% of people polled by Cone Communications could name a corporation as a successful corporate citizen; by 2004, that figure had grown to as high as 80%. (Berner, 2005). Several marketing surveys have discovered that social responsibility initiatives have a major effect on revenue due to the increasing value of CSR in practice. The literature talks about how the use of social issues has affected the marketing strategy as well as the brand value in different geographical locations and How society marketing programmes of corporations include the supply of funds, services, and advertising to socially beneficial causes to create a connection between the cause and the business or one of its products in the minds of customers. The consumer is the main subject of social marketing. The marketer must understand consumer needs more precisely than making them shop for the merchandise. Arranging cycle of promoting keeping in see buyer needs is finished by zeroing in on the advertising blend. Alongside the 'Four Ps' of showcasing – Product, Price, Place and Promotion – Nedra Weinreich, in her article on social advertising, specifies that social showcasing requires a more engaged showcasing blend and a few of more P's are included alongside the traditional four Ps.

2.2 Product

A large portion of the occasions the results of social showcasing is anything but a physical contribution and incorporates a mixture of a minimum of two of the accompanying – physical item, administrations, practices and immaterial thoughts like climate security, natural life insurance and therefore the sky is that the limit from there. Advertisers during this circumstance endeavour to grasp and determine customer impression of a circumstance or situation and hooked into an identical make a significant move.

2.3 Price

Cost in social promoting alludes to what a client should do to urge the item or offer. This could be a money related expense or may require the purchaser to repudiate intangibles or chance judgment or shame. The value is usually low, or the bulk of the occasions is sans given of cost. Regularly social advertisers charge an ostensible expense to carry a sense of nobility within the exchange. From the customer's perspective, the item would be received just within the event that he/she considers the benefits quite the expense or if the apparent conduct change would improve the way of life or personal satisfaction. Spot is the dispersion framework which for a physical item would come with warehousing, wholesaling, retailing and spot of the offer. Social promoting might likewise

include places where the item is given/disseminated for nothing or apparent cost. An elusive thing is centered around rehearses and has either portable spots of conveyance – a clinical focus – or broad communications for giving data or preparing.

2.4 Promotion

Taking the sting for social advertising since correspondence is one of the key components of social promoting. Many-a-times, advancement is taken into account because of the aggregate of social showcasing, which isn't so. Upgrade incorporates advertising (PR), enabling, individual selling, media backing, and a couple of different correspondence vehicles. Public assistance declarations and using broad communications vehicles are two of the first methods of correspondence utilized in social promoting. Public – Includes various crowds to whom the program is routed and has both outer and inside groups worried within the program. External public contains the intended interest, the policymakers, gathering legitimately or by implication identified with target crowd and guards. Inside open incorporates individuals legitimately and during a detour engaged with endorsement or execution of the promoting social program.

2.5 Policy

Continuing Social Marketing methodologies and making them effective during a while ago run needs an adjustment in perspective and natural change - particularly within the event of conduct changes where the intended interest should be upheld and need to have a positive climate. For an empowering environment, frequently, strategy change is required. For example, social issues like smoking need the contribution of state and a few arrangement changes if the mission must accomplish its objectives. The Indian government has settled on an appointment option to boycott dish bidi shops in railroad stations, which sell cigarettes or tobacco items. It's likewise gotten hard for smokers to illuminate puts openly and in working environments since the greater a part of them presently is an exacting no-smoking zona. Association – Planning and executing social issues isn't simple and includes numerous degrees of usage and subsequently is tough for a solitary substance or association to affect it. It generally comprises working in association with one or multiple associations or elements for arranging execution and acknowledgement by target crowd. The essential association, which starts the movement, must distinguish different associations/gatherings – government or private or NGOs or Self-Help gatherings - with comparable objectives and recognize approaches to cooperate. Associations could likewise be created with media for advancement crusades. Tote Strings – Social Marketing efforts include gigantic supports like customary item showcasing. If there should be an event of business advertising, the association accomplishes the equivalent by selling the contributions at a benefit. Social advertising doesn't include any benefit making system and requirements to possess a uniform progression of assets if the mission must reach its intended interest. Since valuing for-benefit is not the plan, associations or gatherings actualize social promoting capacity with the help of assets given by the government, establishments, gifts made by organizations or people. Here during this way, advertising likewise includes conveying adequately to those gatherings to create up the need for assets and advantages to the overall public on the loose.

2.6 Gaps in literature

Comparing the positive effects of a social-cause relationship with the impact of other forms of affiliations, such as religious affiliations, has been absent from case studies and recent scholarly analysis. Whether demographics determine the nature of the response of customers towards social marketing, Are the managers convinced whether these social issues could influence the worth of the brand value or not. Which social issue impact customers more than others?

3.0 Hypothesis

Social marketing changes the buying behavior of customers

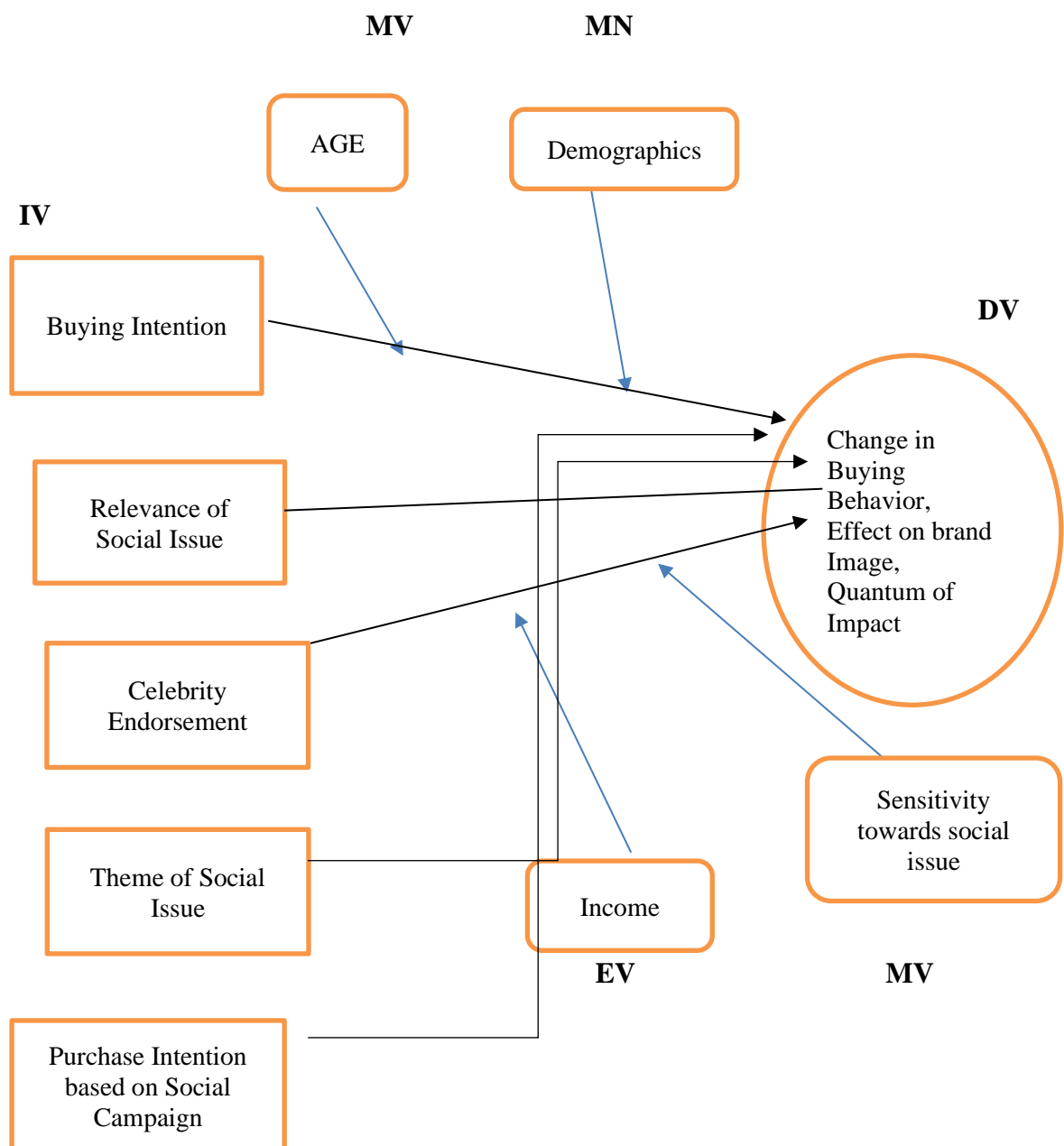
3.1 Research objective

This research aims to study whether there is any difference in customers' buying behavior using social issues in marketing and if it effects, we would also like to study the factors that will affect the buying behaviour.

3.2 Research question

Whether the use of social issue in marketing will change buying behavior or not.

Model



3.3 Scope of the study

In this ever-growing world, it becomes very difficult for marketers to make their brands Promising" enough. Apart from the several attempts made, there is very minimal success compared to what is expected. So the question arises: How social issues can help increase the loyalty of the customers alongside improving brand equity? How can a company also get help in getting the investment with the increase in the brand value using social issues? Since a brand is a perceptual unit, it represents customer expectations and, in some cases, idiosyncrasies. In the end, a brand is an idea that remains in the minds of customers. As a result, the reach of branding reaches well beyond national borders. It is important to inform customers to brand a product effectively.

1. Who is the commodity form?
2. Functions of the product.
3. Why do customers prefer a particular brand?

To ensure that the above three are fulfilled, a detailed understanding of the customer is needed, and therefore the scope of branding becomes crucial in terms of how social brands vary from other brands? How can social brands influence behavior? The vast variety of social labels available allows for discovering new meanings, functions, and constructs for dimension for sub-manufacturers. This makes it easy to see if the sub-brands are identical to or distinct from one another. This could expose the various aims of various social brands, offering a more complex viewpoint on both brands and social good.

3.4 Sampling method

Random sampling was used in this analysis. Since the random sample is a mathematical method for choosing individuals or objects for study, it was selected. This approach means that each person or entity established for the analysis has an equal probability of being selected as a test community member.

3.5 Variables and measures

Our study's variables include Independent Variables-Social Issues like buying intention, relevance of social issue, celebrity endorsement, the theme of a social problem, and purchase intention based on the social campaign. Dependent Variable is Change in Buying Behavior, Effect on brand image and quantum of Impact, Mediating Variable is Sensitivity towards the social issue, Moderating Variable- Age, gender, demographics, and Extraneous Variable is Income.

3.6 Method of analysis

Since there are only one dependent variable and various independent variables in this analysis, multiple regression is the safest model to use.

4.0 Data Analysis and Interpretation

4.1 Findings

Purchase intention, the company's purpose, relevance and celebrity endorsement do not play a significant role in the purchase process. The buying pattern is not much influenced by these factors. Theme and persistence, on the other side, play a distinctive role in determining the buying/purchasing pattern of the customers. Awareness about the social issue is the most significant factor determining the change in the customers' buying habits. The impact value can be predicted with the purchaser persistence as an input.

multiple regression (impact being the IV)

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.772452965
R Square	0.596883584
Adjusted R Square	0.579878733
Standard Error	0.666419204
Observations	176

ANOVA

	df	SS	MS	F	Significance F
Regression	7	110.3830728	15.7690104	35.50662815	4.30271E-30
Residual	168	74.61124541	0.444114556		
Total	175	184.9943182			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	-0.103171404	0.299190664	-0.344834972	0.73064976	-0.693829183	0.487486	-0.69383	0.487486
Purchase intension	-0.024917898	0.066919342	-0.372357185	0.710096226	-0.157029071	0.107193	-0.15703	0.107193
Intension	0.069356264	0.069339034	1.000248487	0.318628783	-0.067531831	0.206244	-0.06753	0.206244
Relevance	0.069629912	0.055177615	1.261923187	0.208725578	-0.039300919	0.178561	-0.0393	0.178561
Celebrity endorsement	0.08726869	0.049054368	1.779019757	0.077044751	-0.009573717	0.184111	-0.00957	0.184111
Theme	0.201133219	0.064180056	3.133889734	0.002036128	0.074429903	0.327837	0.07443	0.327837
Persistence	0.276090838	0.070986515	3.889342071	0.000144579	0.135950312	0.416231	0.13595	0.416231
Awareness	0.351042526	0.077515382	4.528682121	1.12084E-05	0.198012806	0.504072	0.198013	0.504072

From this analysis removing the insignificant variables we got the following output,

Regression Statistics

Multiple R	0.760872
R Square	0.578926
Adjusted R	0.571582
Standard Error	0.672967
Observations	176

ANOVA

	df	SS	MS	F	Significance F
Regression	3	107.0981	35.69936	78.82651	3.98E-32
Residual	172	77.89625	0.452885		
Total	175	184.9943			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.256598	0.24855	1.032379	0.303344	-0.234	0.747199	-0.234	0.747199
Theme	0.209057	0.062179	3.362176	0.000953	0.086325	0.33179	0.086325	0.33179
Persistence	0.316575	0.069572	4.55034	1.01E-05	0.179251	0.4539	0.179251	0.4539
Awareness	0.394343	0.073806	5.342993	2.87E-07	0.248662	0.540025	0.248662	0.540025

DV = impact

$$y = 0.209X_1 + 0.316X_2 + 0.394X_3 + 0.256$$

X1 = Theme

X2 = Persistence

X3 = Awareness

Using this equation impact value can be predicted with theme, persistence & awareness as input.
This model captures 57.89% variability

multiple regression with effect on brand image as IV

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.557719872
R Square	0.311051455
Adjusted R Square	0.282345266
Standard Error	0.644949719
Observations	176

ANOVA

	df	SS	MS	F	Significance F
Regression	7	31.55051465	4.507216378	10.835693	3.01782E-11
Residual	168	69.88130353	0.41596014		
Total	175	101.4318182			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	2.196508081	0.289551882	7.585887775	2.14962E-12	1.624879044	2.768137	1.624879	2.768137
Purchase intension	0.270180946	0.064763456	4.171811763	4.83556E-05	0.142325891	0.398036	0.142326	0.398036
Intension of company	0.126645086	0.067105195	1.88726202	0.060849753	-0.005832996	0.259123	-0.00583	0.259123
Relevance	-0.068288412	0.053400003	-1.278809144	0.202727938	-0.173709907	0.037133	-0.17371	0.037133
Celebrity endorsement	-0.007555387	0.047474023	-0.159147823	0.873743574	-0.101277901	0.086167	-0.10128	0.086167
Theme	0.029268897	0.062112419	0.47122455	0.638091723	-0.093352522	0.15189	-0.09335	0.15189
Persistence	0.143394353	0.0686996	2.087266203	0.038373407	0.00776862	0.27902	0.007769	0.27902
Awareness	0.044715351	0.075018132	0.596060575	0.551936996	-0.103384335	0.192815	-0.10338	0.192815

From this analysis removing the insignificant variables we got the following output:

multiple regression with effect on brand image as IV

SUMMARY OUTPUT									
Regression Statistics									
Multiple R	0.557719872								
R Square	0.311051455								
Adjusted R Square	0.282345266								
Standard Error	0.644949719								
Observations	176								
ANOVA									
	df	SS	MS	F	Significance F				
Regression	7	31.55051465	4.507216378	10.835093	3.01782E-11				
Residual	168	69.88130353	0.41596014						
Total	175	101.4318182							
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%	
Intercept	2.196508081	0.289551882	7.585887775	2.14962E-12	1.624879044	2.768137	1.624879	2.768137	
Purchase intention	0.270180946	0.064763456	4.171811763	4.83556E-05	0.142325891	0.398036	0.142326	0.398036	
Intension of company	0.126645086	0.067105195	1.88726202	0.060849753	-0.005832996	0.259123	-0.00583	0.259123	
Relevance	-0.062828412	0.053400003	-1.27889144	0.202727938	-0.173709907	0.037133	-0.17371	0.037133	
Celebrity endorsement	-0.007555387	0.047474023	-0.159147823	0.873743574	-0.101277901	0.086167	-0.10128	0.086167	
Theme	0.029268897	0.062112419	0.47122455	0.638091723	-0.093352522	0.15189	-0.09335	0.15189	
Persistence	0.14394353	0.0688996	2.087266203	0.038373407	0.00776862	0.27902	0.007769	0.27902	
Awareness	0.044715351	0.075018132	0.596000575	0.551936996	-0.103384335	0.192815	-0.10338	0.192815	
SUMMARY OUTPUT									
Regression Statistics									
Multiple R	0.536593								
R Square	0.287932								
Adjusted R	0.2797								
Standard E	0.646137								
Observatio	176								
ANOVA									
	df	SS	MS	F	Significance F				
Regression	2	29.20545	14.60273	34.97714	1.75E-13				
Residual	173	72.22637	0.417493						
Total	175	101.4318							
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%	
Intercept	2.234457	0.254097	8.793707	1.42E-15	1.732927	2.735987	1.732927	2.735987	
Purchase	0.327395	0.056268	5.818533	2.81E-08	0.216336	0.438455	0.216336	0.438455	
Persistence	0.208028	0.051904	4.007922	9.09E-05	0.105581	0.310475	0.105581	0.310475	

$$y = 0.327X_1 + 0.208X_2 + 2.234$$

y = brand image
X1 = Purchase
X2 = persistence

Using this equation impact value can be predicted with purchaser persistence as input.

4.2 Recommendations

The companies should develop better social issue themes as it would help them connect with the customers, which will influence the buying patterns. There should be a perfect blend of music and persistence as both trigger the customers' awareness. Awareness should be created in the customers' minds by all possible means as it is the most significant factor. The companies should come up with live advertisements and even come up with one to one interactions in the rural areas as there are many untapped markets.

5.0 Conclusion

The purchase intention, company's intention and celebrity endorsements are not the key aspects the company should only focus on as they provide only minimal or negligible. Companies can focus on developing innovative ideas so that people can connect themselves with the social issues highlighted through proper awareness programs. This would ultimately will prove out to be a driving factor for change in the buying pattern.

References

Andreasen, Alan R. (1978). The Ghetto Marketing Life Cycle: A Case of Underachievement. *Journal of Marketing Research*, 15, 20–28.

- Bartels, Robert. (1974). The Identity Crisis in Marketing. *Journal of Marketing*, 38, 73–76.
- Blair, J.E. (1995). Social Marketing: Consumer-Focused Health Promotion. *AAOHN Journal*, 43 (10), 527–31.
- Gerald Zaltman. (1971). Social Marketing: An Approach to Planned Social Change. *Journal of Marketing*, 35, 3–12.
- Martin Fishbein, Susan Middlestadt. (1997). *Social Marketing: Theoretical and Practical Perspectives*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Manoff, Richard K. (1985). *Social Marketing*. New York: Praeger Publishers