

# Social Marketing as a tool to Enhance Social Well-Being: A Review

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## Abstract

The purpose of this paper is to review the existing literature on social marketing and social well-being. The paper summarizes the major findings of the different research articles to determine the role of social marketing in improving the social well-being of the society. The paper has adopted review methodology by conducting a literature search concerning social marketing and social well-being for the period 2001-2016. A criterion has been set by the researchers for selecting the research papers. After literature search 40 papers were found to meet the set criterion. The findings have shown that social marketing interventions when applied to the fullest can be effective in improving the healthy habits and tackling the misuse of substances like alcohol, tobacco and illicit drugs. More research is needed to better develop the effective social marketing campaigns aimed at improving the well-being of the society. The present study provides a base for the future research on social marketing and social well-being. It provides a basic theoretical background for a future action or empirical research. The study also assists social marketing managers in designing campaigns that are aimed to transform societies into a more competent, free, equitable, fair and sustainable community.

**Keywords:** Social marketing, social change, social well-being, literature review, intervention, campaign.

## Introduction

The academic birth of social marketing can be traced in the early 1970s. However, over the last few decades it has witnessed a major growth in improving the well-being of society, by exploiting marketing principles and innovative approaches to bring a social change (Kotler and Zaltman, 1971; Andreasen, 2002). Several text books and chapters dealing with social marketing have been included in the marketing management disciplines (Baker, 1999; Sargeant, 1999). A journal by the name of *Social Marketing Quarterly* founded in 1994 has entirely been devoted to this area of research. World over social marketing conferences are being organized to share the current state of research in this area. In addition, social marketing centers have been established in Scotland, Canada and Poland to provide training regarding various social change programs (Andreasen, 1994). Social marketing has observed significant developments in the marketing of

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products involved in social change (smoking, drinking, youth gambling, condoms, pills, oral rehydration solution, food and nutrition, etc. (Lazer and Kelley, 1973; Andreasen, 2006; Poehlman *et al.*, 2015). This has led social marketing scholars and practitioners to accept that the fundamental objective of social marketing is not promoting ideas but influencing behaviour (Andreasen, 1994, 2002).

Social marketing involves the application of various marketing principles, processes, techniques, behavioural theories, models etc. for inducing the behavioural change in the society against the social issues (Dann, 2010). Singaiah and Laskar (2015) have identified 11 perspectives, which play an important role in the success of social marketing programmes. These perspectives include- behavioural-change perspective, customer-oriented knowledge, communication perspective, competition perspective, segmentation perspective, cost-effective perspective, ethical perspective, sustainable perspective, strategic marketing mix perspective, formative research perspective and theory oriented perspective. Thus, social marketing solutions help individuals to change their unhealthy behaviour to healthy behaviour.

Researchers usually consider social marketing as a solution to public health area (Grier and Bryant, 2005; Helmig and Thaler, 2010). Primary prevention has been considered as an important field of public health discipline (Gullotta and Bloom, 2003; Cohen *et al.*, 2007). Primary prevention activities are aimed to reduce the incidence or the number of new cases of a disease or problem and are categorized into three parts: health promotion, disease prevention and health protection (Wallack, 1984; Leddy, 2006). Health promotion deals with educating and training the population for healthy lifestyle. Examples of such promotions include prevention of tobacco consumption, alcohol consumption, unhealthy food habits etc. These campaigns mesh up with social marketing model. Disease prevention deals with preventive services to high risk populations. Examples of such preventions include stress reduction classes, smoking cessation classes, clinical screenings and counseling. Similar to the health promotion, disease prevention programs target individuals and are viewed by social marketers as the 'products'. Health protection activities are addressed to the entire population without requiring individuals to change their behaviour. It improves the health and well-being for all by altering the environment which surrounds the community. Examples of health protection include reduction of community to the radiations exposure, motorcycle helmet laws, seat belt laws, food safety laws etc.

Many researchers have tried to define the social marketing since its inception in 1970s. It has been defined as “the adaptation of commercial marketing technologies to programs designed to influence the voluntary behaviour of target audiences to improve their personal welfare and that of society of which they are a part” (Andreasen, 1994, p. 110). It is revealed from the above definition that social marketing has an important role in the societal well-being. Thus, the ultimate goal of social marketing is social good, aimed to make the world a better place for everyone (Andreasen, 2006; Kotler and Lee, 2008) through its preventive measures against illness like health issues, fighting drinking and tobacco, encouraging safe driving, mitigating poverty etc. Social good broadly can be categorized into two dimensions with different drivers i.e. the reduction of ill-being and the increase in well-being. These two dimensions can inspire researchers and practitioners in designing new tools and strategies for effective social marketing campaigns. Many European countries have reported a growing demand for strengthening the quality guidelines for healthcare, social work and special education (Hoyningen-Suess *et al.*, 2012). In some of these countries quality control guidelines have become a legal requirement and both government and institutional services are linked to formal quality criteria.

The above discussions reveal that social marketing, through its various initiatives and programs play an important role towards the betterment of the society. Consequently, the present study is aimed to assess the literature which focuses on the social marketing as an approach to the social well-being. This study will be beneficial to the social marketing researchers and practitioners to gain the valuable insights regarding the recent trends in the social marketing campaigns as well as various methodological approaches adopted by the researchers in this area. This has further been advocated by McDonald *et al.* (2011) that insight drawn from the literature has been helpful in increasing the success of campaigns. Therefore, the paper seeks to address these gaps and provides the summary of the available evidences on the social marketing.

### **Objectives of the Study**

Specifically the study has been undertaken with the following objectives;

1. To review and assess the existing literature on social marketing and social well-being.
2. To summarize the major findings and suggestions from the reviewed literature and recommend future research directions to enhance social marketing campaigns.

### **Methodology**

The literature search and review has been conducted by the researchers during spring of 2016 and was further updated in the November-December 2016. The search was made by the name of “social marketing and social well-being” on the publicly available databases as well as professional networks in collecting the resources to be reviewed. The publicly available databases such as Google Scholar, Researchgate, Shodh Ganga etc. have been searched for the research papers, whereas professional networks included Emerald Insights, Elsevier, Sage Pub etc. were accessed for the literature. Emerald Insights, Sage Pub and Elsevier are the digital repositories of more than 40 million research articles drawn from journals covering diverse academic disciplines. These databases were searched by key words like ‘social marketing, social change and social well-being’ covering the articles published from 2001 to 2016. Following criteria has been adopted for the retention of articles to be included in the study;

- ❖ The article selected must be research based and could be empirical, review or conceptual but not simply a description of social marketing and its various campaigns.
- ❖ The article must be relevant to social marketing and social well-being and should address both the general and specific public issue/s.

First the papers were searched from the databases with term “social marketing” and a total of 113 papers were obtained. In second phase of review search criterion was further broadened and words “social well-being” and “social change” were included with social marketing and all the three words were searched together, additional 33 papers were obtained. The entire searching process lead to a total of 156 research papers. After applying the above mentioned criteria on the 156 articles it was found that 73 articles didn’t meet the set criteria hence 83 articles were retained. The breakup of these articles according to the database repository includes Emerald Insights (31), Elsevier (18), Sage Pub (5), JSTOR (5) and others (24). All the abstracts of 83 retained papers were reviewed independently by both the researchers. After reading the abstract and subsequent consensus, it was found that 30 papers are most relevant to the current theme of the study. The rest 53 papers were dropped on the ground of their irrelevancy to the social marketing and its role in improving the social well-being of the community.

The full text reading of these papers was performed by the researchers, in which one researcher extracted the data from these 30 individual studies and briefly described and presented it in the Table 1. The second researcher verified the data so presented in the table and if required made the necessary modification in it.

## **Discussions**

As per research objective the key finding of the studies are being summarized in the Table 1. In the table each paper is identified by author, year of publication, source/journal published in, methodology adopted, target group and key findings of the study. Out of 40 studies presented in the Table 1, nine have adopted a review methodology which focused on the literature that depicts social marketing as an agent of well-being and healthy eating habits among the public. Among the review papers, four papers have tried to address the alcohol drinking habits among the youth and tried to demonstrate the effectiveness of social marketing interventions in improving the drinking behavior of the community. The results of these studies have shown that social marketing interventions when applied to the fullest can be effective in improving the healthy habits and tackling the misuse of substances like alcohol, tobacco and illicit drugs. Further, the results of these studies provided a description of the various themes and messages that can be used in the anti-drinking and other unhealthy eating behaviour campaigns as well as target community, campaign components and sources of funding. Six papers out of 40 have adopted a qualitative research approach for collecting the information on certain health parameters of the community. The focus of these studies were low income infants and women with respect to their health, hand hygiene, healthy food habits etc. Some of these studies have focused on youth gambling and the effectiveness of social marketing communication messages in addressing these issues. The results of these studies have found that social marketing equity issues are important in reaching ultra-poor and have identified three broad themes viz., cost-consciousness, convenience, and social influences viz-a-viz health issues. The authors have witnessed, that social marketing as an effective tool in engaging health workers, have perceived the need to consider the use of fear, guilt and shame by social marketers to gain voluntary compliance.

Few papers have adopted an experimental design and have conducted interviews to the male individuals in the age group of 21-34 years and women in the age group of 19-70 years. Some papers focused on the eight American Universities in Midwestern campuses. One of the studies was quasi-experimental in nature and focused on the Insecticide Treated Net Intervention that was initiated in three rural districts of Eastern Province of Zambia. The results of these studies have revealed that increasing access to nets among the poorest respondents in rural areas may not lead to increases in net use unless the price of nets is no

**Table 1: Summary of Empirical Papers Regarding Social Marketing and Social Well-being**

<b>Authors/Year</b>	<b>Source/Journal</b>	<b>Methodology</b>	<b>Target Group</b>	<b>Findings</b>
Langford and Panter-Brick (2013)	<i>Social Science &amp; Medicine</i>	Formative qualitative research with structured observations	Study has been conducted on the slums of Kathmandu, Nepal by evaluating maternal behavior and infant health which includes 75 mothers, 3 focus groups and 26 in-depth interviews.	The quantitative measures have shown improvement in the hand-washing rates and a 40 percent reduction in child diarrhea whereas the qualitative data highlighted important equity issues in reaching the ultra-poor. Further, it was found that social marketing measures are inherently limited by focusing on individual agency rather than structural conditions constraining behavior.
Hampson <i>et al.</i> (2009)	<i>Public Health Nutrition</i>	Focus group procedure subjected to qualitative thematic analysis	Seven focus groups of low-income women and children belonging to 18-29 years age group from the semi-rural community in Oregon, USA.	The study has identified three broad theme- cost-consciousness, convenience, social influences and health issues.
Francis and Taylor (2009)	<i>Journal of American Dietetic Association</i>	Randomized control group design	Data was collected using Mini nutritional assessment through a 90 day program in two north Carolina counties included 58 women (30 control; 28 intervention) in the age group of 54-83 years.	The results of the study reveal that Social Marketing Theory and Principles, CVD diet-education materials can lead to improved dietary status among community residing older age women.
Forrester <i>et al.</i> (2010)	<i>Journal of Hospital Infection</i>	Quality assurance survey, staff surveys (baseline, mid- and post-campaign), and focus group	The study was focused on hand-hygiene campaign that influenced healthcare workers which was implemented in Vancouver Coastal Health regions.	The results of the study have revealed that social marketing is an effective approach in engaging healthcare workers. Further, hand hygiene campaigns that focus exclusively on increasing awareness among healthcare workers may not be successful as multifaceted campaigns that target identified barriers to hand-hygiene.
Whitelaw <i>et al.</i> (2011)	<i>Health Education</i>	Case study insights were gained through interviews/focus groups, face to face	Service users of National Health Services (NHS) in rural health board of Scotland which included breast feeding prevalence and over-weight among young people.	The study has found that the project broadly achieved the goal of deploying social marketing principles and developing capacity in informing progress in each case studies. The initiatives have

		workshops, online survey, desk based research		determined profoundly in understanding audience and deliver activity on the ground.
Kavin <i>et al.</i> (2010)	<i>Diabetes Ther</i>	Survey of diabetes patients through questionnaire by developing a diabetes education book through a social marketing approach	Survey was conducted on patients to access knowledge, self-care behavior and disease related distress.	The results showed a trend towards improved knowledge, decreased distress, and improved self-care behaviors in patients who received the book. Further, it has been found that there was no difference in outcomes in patients who were provided the book alone versus those who received a brief nurse tutorial along with the book.
Kataria and Larsen (2009)	<i>Resources, Conservation and Recycling</i>	Quantitative method was involved using data from 1998-2005	Information campaign (social marketing) involving data collection of batteries in Sweden from the time period 1998-2005.	The econometric analysis suggests that increased expenditure on information campaigns has positive and statistical significant impact on the collection of batteries.
Messerlian and Derevensky (2007)	<i>Canadian Journal of Public Health</i>	Qualitative study using focus group	Study was conducted to explore adolescents' exposure to existing prevention campaigns, their message content and communication strategy preferences for youth gambling social marketing campaign.	The results reveal that youth gambling ads depict real-life stories, use emotional appeal and portray the negative consequences associated with gambling problems. Further, participants are of the opinion that 'do not do it' does not reflect the current youth gambling culture.
Brennan and Binney (2010)	<i>Journal of Business Research</i>	Qualitative research method	Qualitative study of income support recipients regarding their feelings about advertising which appeals to their sense of fear, guilt and shame.	Results have shown negative appeals with this group of people are more likely to invoke self-protection and inaction rather than an active response such as volunteering to comply. Social marketers need to consider the use of fear, guilt and shame to gain voluntary compliance as the study suggests an overuse of these negative appeals.
Johnson <i>et al.</i> (2009)	<i>Public Health</i>	Delphi Consensus Method	11 experts in sun protection and social marketing participated in the Delphi consensus process and where asked to provide 10 key points based on their knowledge and practical experience	The results of the study provided 15 guidelines that offer general principles for sun protection interventions utilizing a social marketing approach.

			regarding social marketing interventions for prevention of skin cancer among adolescents and young adults.	
Flocks <i>et al.</i> (2001)	<i>Environmental Health Perspectives</i>	Community based research approach and social marketing methods were used in the data collection activities	Five qualitative and quantitative research activities were conducted using the mentioned methods. Nursery and fernery workers were selected for this project because they are exposed to high level of pesticides and generally do not migrate.	The use of community-based research for challenging social problems is effective, but only when all partners accept the values and principles of this approach and make a commitment to the daily demands associated with this work.
Serban (2011)	<i>Amfiteatru Economic</i>	Examines the Romanian consumers' opinion based regarding collaboration between corporations and non-profit organizations for common social goals	Extend the cause-related marketing by highlighting the importance of partnerships between non-profit organizations and companies based on social responsibility.	The study describes the characteristics of social partnership marketing programs and their importance for the consumer. Further, it proposes and analyzes four features of social partnership-motivation, promotion, efficiency, and law effect.
Rothschild <i>et al.</i> (2006)	<i>Accidental Analysis and Prevention</i>	Field experiment method specifically focusing on the social marketing	Focus of the study was the people in the age group of 21-34 years.	Results have shown a significant shift in driving behavior especially among 21-34 years old, a projected 17% decline in alcohol-related crashes in the first year.
Fry (2014)	<i>Journal of Social Marketing</i>	Quantitative method of data collection and in depth interviews	The study focused on the individuals participating in the online community of Hello Sunday Morning and in depth interviews to gain self-reflective perspective of alcohol reduction actions, activities and interactions.	The findings have depicted that learning of new alcohol reduction consumption consistencies occurs through three modes/learning infrastructures: engagement, imagination and alignment that help in developing a sense of new alcohol-related rituals and traditions, competency of practices and transmission of values and norms beyond the community.
Deshpande and Rundle-Thiele (2011)	<i>Health Marketing Quarterly</i>	In-depth interview and open-ended elicitation techniques. Later survey was conducted	The study was focused on eight American Universities and data has been collected from the "Big Ten" Midwestern campus.	The study compares the influence of variety of factors on both behaviors in each segment. On the basis of findings and feedback received from eight university alcohol prevention experts, appropriate



		among 294 freshman and sophomores		strategies to promote responsible alcohol use for each segment has been proposed.
Cismaru <i>et al.</i> (2009)	<i>International Marketing Review</i>	Qualitative review	Communication and program material aimed at reducing drunk driving were gathered from websites from the USA, Canada, UK, Australia and New Zealand.	Results provided a description of the key themes and messages being used in anti-drunk driving campaigns as well as target population, campaign components and sources of funding.
Sun <i>et al.</i> (2007)	<i>Journal of Nutrition Education and Behavior</i>	A community-based intervention was conducted among 4 groups, experimental rural, control rural, experimental urban, and control urban.	Urban and rural areas in Guizhou province, China consisting of women in the age group of 19-70 which includes 193 from rural and 179 from urban.	The study has found that social marketing of iron-fortified soy sauce is feasible and effective to improve knowledge, perception (perceived benefits and overcoming barriers), intention to purchase, and consumption of iron-fortified soy sauce among women in Guizhou, China.
Chandrasekaran and Chsandrasedkar (2014)	<i>Indian Journal of Applied Research</i>	Both qualitative and quantitative research methods were used	Data has been collected from the employees of Tamil Nadu State AIDS Control Society and secondary sources to gain proper understanding regarding social marketing and HIV/AIDS. Further researchers conducted interviews from the 17 centers (ICTC, STI and NGOs) of Sivaganga district.	The results have depicted that cultural sensitivity is vital in order to successfully adapt a preventive message. Peer education is most effective way of transcending preventive HIV/AIDS messages and partnerships are fundamental in order to establish efficient social marketing programs.
Pang and Kubacki (2015)	<i>Journal of Social Marketing</i>	Biographical interview method	18 interviews with young adults aged 25-30 years in Australia and the USA to collect information on individuals drinking histories and their attitude towards social marketing campaigns.	Study has found ethicality (freedom of choice), expensiveness, exaggeration and effectiveness as the main barriers and challenges of social marketing.
Sheau-Ting <i>et al.</i> (2013)	<i>Journal of Environmental Management</i>	Empirical methodology with conjoint analysis to identify most favorable attributes of social marketing mix	2000 students from five major Malaysian universities were invited to provide their preferred social marketing mix.	By employing choice based conjoint analysis five social marketing attributes to promote energy conservation behavior were identified namely product, price, place, promotion, and post-purchase maintenance.

Agha <i>et al.</i> (2007)	<i>Malaria Journal</i>	Quasi-experimental study design was used to compare intervention and comparison districts	Insecticide treated net intervention was initiated in three rural districts of Eastern Province of Zambia. A total of 2986 respondents were interviewed and were grouped in four socio-economic categories- low, medium-low, medium and high	The post-test data has shown that knowledge, access, ownership and use of mosquito nets was higher in intervention districts. Further, it was found that increasing access to nets among the poorest respondents in rural areas may not lead to increases in net use unless the price of nets is no longer a barrier to their purchase.
Boyle and Proctor (2009)	<i>Management Research News</i>	Methodology of the study is based on the anecdotal data and the critical reflections of researchers regarding the recent activities in the area within the council	Traffic services and management within a city council in the UK was chosen.	The study has found that concerning road safety, the majority of resources and effort is directed at children on a specific issue (that is, pedestrian safety). Little is done to reinforce the importance of the notion of road safety or branding as individuals move through life.
Gallopel-Morvan <i>et al.</i> (2011)	<i>Journal of Business Research</i>	Exploratory research design	The study was conducted among French consumers to test the effectiveness of new graphic warnings proposed by the European Union in 2004 clearly demonstrates that visual messages, as opposed to text warnings, are more effective.	This study has enabled us to identify the most effective themes of the European set: health warnings and social messages. Regarding future public health applications, if fear appeals are used, they need to be combined with self-efficacy and cessation support messages since they provoke avoidance reactions.

**Table 2: Summary of Review Papers Regarding Social Marketing and Social Well-being**

Carvalho and Mazzon (2015)	<i>Journal of Social Marketing</i>	Literature Review	Focuses on the literature that converges social marketing and social wellbeing.	Proposes an agenda based on six points: expansion of social marketing, development of new frameworks, focus on dimensions related to wellbeing, segmentation and measurement of wellbeing, demarketing and fight against poverty, update in the definition.
Madil <i>et al.</i> (2014)	<i>Journal of Social Marketing</i>	Literature Review	Social marketing and aboriginal populations over the period of 2003-2013.	The key finding of study included: segmentation/targeting and avoiding pan-Aboriginal campaign, use of print media, importance of multimedia channels, increasing role of internet based technology
Carins and Rundle-Thiele (2013)	<i>Public Health Nutrition</i>	Literature Review (2000-2012)	Review of 34 empirical papers to examine the effectiveness of social marketing interventions to improve healthy eating behavior.	The study has found that social marketing when employed to its full extent offers the potential to change healthy eating behavior
Jassen <i>et al.</i> (2013)	<i>Substance Abuse Treatment, Prevention and Policy</i>	Literature search in PubMed, PsychInfo, Cochrane and Scopus	The papers that describe the effect of social marketing techniques principles on alcohol-related attitudes or behavior. Further the study reviewed 274 abstracts and full text of some relevant papers.	Association between the social marketing techniques and alcohol-related attitudes was found. However, it was found that effect of applying social marketing principles in alcohol prevention and changing alcohol related attitudes could not be assessed
Szmigin <i>et al.</i> (2011)	<i>European Journal of Marketing</i>	Literature review empirical studies followed by 16 informal discussions with 89 young adults in three different locations	The study includes the empirical evidences regarding individual responsibility towards young drinkers. It also included a meaning-based and visual rhetoric analysis of 261 ads shown on TV, in magazines, on billboards and on the internet between 2005 and 2006.	The study has emphasized on the importance of young people's drinking. Call for individual responsibility in drinking is unlikely to succeed in the current marketing environment.

Gordon <i>et al.</i> (2006)	<i>Public Health</i>	Review of studies that evaluate social marketing effectiveness	Review was based on the pre-determined search and inclusion criteria and defined social marketing interventions as those which adopted six key social marketing principles.	The results have shown that social marketing interventions can be effective in improving diet, increasing exercise, and tackling the misuse of substances like alcohol, tobacco, and illicit drugs.
Jones (2014)	<i>Health &amp; Place</i>	Literature review methodology	The review was focused to examine the evidence base surrounding ‘community-based’ interventions designed to address underage drinking; to determine the extent to which ‘community’ interventions have so far targeted the broader community and gone beyond behavior focused strategies and endeavored to change social and physical environments.	Results have found that few interventions that sought to address social norms at a community level. Need is felt to move (research and interventions) beyond narrowly-focused efforts targeting teens and their parents; it is only when we address alcohol consumption at a population level that will be able to provide an environment for children and adolescents which does not model (excessive) drinking as a normative social behavior.

longer a barrier to their purchase. Further, some studies have proposed appropriate strategies to promote responsible alcohol use for each segment identified in the study. Eleven studies out of forty have adopted empirical methodology by conducted a survey regarding the particular social evil campaign or the overall social marketing campaign. The survey was performed on the women of a particular age group; patients to access knowledge, self-care behaviour and disease related distress; individuals in the age group of 21-34 years; and students from five Malaysian Universities. These studies mostly relate to the development of effective social marketing campaign and used quantitative research methods such as survey by questionnaire (telephonic, online and postal). The results of these empirical studies have depicted that community-based research for challenging social problems is effective only when all partners accept the values and principles of this approach and make a commitment to the daily demands associated with this work. The results have found that social campaigns have achieved the goal of deploying social marketing principles and developing capacity in achieving progress in these case studies. Carvalho and Mazzon (2015) and Madil *et al.* (2014) have recommended expansion of social marketing, development of new frameworks and segmenting and targeting by utilizing well-being variables. Other researchers like Langford and Panter-Brick (2013) have recommended that social marketing is best deployed within a range of interventions that address the structural as well as the behavioural and cognitive drivers of behaviour change.

Hampson *et al.* (2009) revealed that the target population would benefit from a more accurate understanding of good nutrition and what constitutes a balanced diet. Women are highly motivated to do the best for their children, so interventions that appropriately address the issues identified here have the potential to bring about significant changes. The social marketers need to perform a vigilant segmentation beyond demographic and psychographic variables. The knowledge and understanding about the balanced diet may vary from individual to individual. Therefore, social marketing intervention as well as the campaign message should be made more personalized. Jassen *et al.* (2013) has suggested that development and implementation of social marketing alcohol interventions should also be carried out by evaluating them with some solid effect studies, like using a randomized control trial and measuring short, medium and long term effects. The authors have recommended mentioning explicitly the social marketing criteria used in these effect studies. Social marketers need to consider the use of fear, guilt and shame to gain voluntary compliance as the study suggests an overuse of these negative appeals (Brennan

and Binney, 2010). The econometric analysis suggests that increased expenditure on information campaigns have positive and statistically significant impact on the collection of batteries (Kataria and Larsen, 2009).

Rothschild *et al.* (2006), Fry (2014), Deshpande and Rundle-Thiele (2011), Gordon *et al.* (2006) and Jones (2014) have found that social marketing interventions are one of the important remedies for addressing the alcohol consumption in the community particularly among the youth. However, Jassen *et al.* (2013) was not able to assess the relationship between social marketing principles and alcohol prevention behaviour. The social marketing interventions can only communicate the positive and negative effects of the social evils. To bring a behavioural change among the community a strong social marketing campaign has to be implemented in letter and spirit which should target the mind of prospect and should be able to create a unique and strong image in the mind of target audience. These results were further strengthened by Cismaru *et al.* (2009) who have provided a detailed description of the key themes and messages to be used in anti-drinking campaigns as well as target population, campaign components and sources of funding. The social marketing managers need to identify the most effective themes and messages for the development of unifying and comprehensive campaigns. The evaluation of themes should be made on the basis of cost benefit analysis and their relative strength in influencing the attitude of the audience. The results were in context to the earlier findings of Gallopel-Morvan *et al.* (2011) who tried to identify the most effective themes of the health warnings and social messages. The research has emphasized on the usage of fear appeals in combination with self-efficacy and cessation support messages since they provoke avoidance reactions. Therefore, social marketing interventions should be employed effectively and positively for the accomplishment of social well-being of the community.

## **Conclusion**

The present study has reviewed the extensive literature on social marketing and social well-being. It has been observed that social marketing interventions have a positive association with the improvement of social well-being of the community. Social marketing principles when applied in an effective manner can help in changing the unsocial behaviour like alcoholism, tobacco addiction and illicit drugs. The effectiveness of social marketing process can be enhanced by incorporating more marketing mix strategies, relying less on communication and advertising and integrating cultural capital

considerations. These interventions will help in strengthening both effectiveness and ethical legitimacy of social marketing principles. Some researchers have supported the social marketing as a systematic process and can enhance healthy eating habits among the youth. Also consideration must be given to the changes in both social and environmental influences on behaviour as part of an integrated social marketing program. Therefore, to make world a better place, an integrated campaign including social justices, environmental improvement and health equality need to be launched. A social marketing campaign that is organized (upstream & downstream) across all stakeholders and organizational sectors (incorporating all themes) will enable us in building healthier, happy and just society for everyone.

### **Future Research**

After reviewing the literature pertaining to the present study it was observed that there is less empirical research available on the current theme of the papers. Most of the research is review and judgment based and had adopted qualitative research approach. Therefore, more empirical research is needed to address social marketing campaigns which are developed for improving the quality of life and social well-being of the community.

The paper tried to address the research gap in the literature by relating social marketing and social well-being. Fruitful avenues for the future research could be the identification of the parameters that determine social well-being and correlating them with the social marketing campaigns. An empirical research is required to determine the effectiveness of these campaigns in improving social welfare of the people.

Researchers should try to identify the various barriers that are encountered by health workers while addressing different social and health issues. Intervention of these barriers should be incorporated by the social marketers in designing social marketing programs. The future research should try to develop an empirical link between these barriers and efficiency of social marketing programs.

There are very few studies that have been conducted in India, most of the studies both empirical as well as review based have been performed outside India. The overall human development index of India is low as compared to other developing nations. Public health is one of the key contributors of the human development index. Hence, there is a need of research in the Indian context which will help in developing various social marketing

programs that will generate awareness among the public regarding the various social and health issues.

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