CHAPTER 2

REVIEW OF LITERATURE

Ever since the coining of the term 'social marketing' by Kotler and Zaltman in 1971, it has been a topic of heated discussions, prolific writing and intensive research. It has established itself as a distinct discipline within a short span of time. Many books have been written on social marketing. Many social marketing institutes have been set up; many journals are published today which discuss and debate the meaning and scope of social marketing. Literature containing extensive material on social marketing, its dimensions and effectiveness of various campaigns is available.

Most of the studies conducted till date pertain to the conceptual meaning of social advertisements, ethical issues, and use of fear appeals and effectiveness of campaigns dealing with such advertisements. But it was both surprising and interesting to find that not much research has been done on the likeability and attitude of respondents towards social advertising. Since no articles were found on likeability and awareness of social advertising, the concept was drawn from the literature related to effectiveness of social advertising in general. In India, apart from a few generalized studies (Jha, 1998; Chauhan, 2000) not much research has been done on specific topics of social marketing or advertising.

Research studies directly or indirectly related to the topic of the study have been reviewed as under:

Lazerfierd and Merton (1949) found that three conditions are required for effective marketing, namely:

1. **Monopolization:** Monopolization is the state in any society where competition or contrary propaganda is absent. But this state of affairs is not witnessed in free society. A free society allows equal grounds and conditions for all to flourish by providing equal opportunities. In such a society, most campaigns have free space in which to compete with one another fairly. This, in itself checks monopoly which always diminishes the effectiveness of campaigns. It
is the condition marked by the absence of counterpropaganda. He explained that in a free society most campaigns compete with so many other causes that monopoly condition is lacking and this condition reduces the effectiveness of such campaigns.

2. *Canalization:* All commercial advertisements owe their success and effectiveness to the factor that they are not directed towards encouraging new attitudes or giving rise to new behaviour patterns. The task of all such advertisements is to canalize present and existing attitudes in another direction. The seller of any commercial product does not have to orient people into new hygienic cares or habits. The consumers are already familiar with such habits. The seller just has to promote his brand in such a manner that the consumer is motivated to but the said product. This channeling of pre-existing attitudes in the desired direction is called canalization. It is always an easier task than social re-orientation.

3. *Supplementation:* That is, the effort to follow up mass communication campaigns with programs of face-to-face contacts.

Typical commercial advertisements are more effective because they are not to instill new attitudes but to canalize the existing attitudes. He concluded that if the pre-existing attitudes are present, then campaigns are more effective because canalization is an easier task than social reconditioning. Thus supplementation, monopolization, and canalization are critical factors influencing the effectiveness of any Social Marketing campaign.

*Weiße (1952)* raised the question ‘Why can’t we sell brotherhood the way we sell soaps?’ He urges that sellers of commodities like soap, T.V., etc. are effective but advertisements for social causes are generally ineffective. He concluded that more the campaign resembles the product campaign, the more successful it is.

He examined four social campaigns (Kate Smith campaign to sell bonds, campaign to recruit Civil defense volunteers, campaign on juvenile delinquency and the campaign to arouse citizens to set their houses in order) to determine what conditions or characteristics accounted for their relative success or lack of success. He found that the more the conditions of the social campaigns resembled those of a product campaign, the more successful the social campaign. However, because
many social campaigns are conducted under quite unmarket-like circumstances, He also noted clear limitations in the practice of Social Marketing. He explained the relative effectiveness of these campaigns in terms of the audience member’s experience with regard to five factors:

1. **The force**: This factor refers to the final measure of a person’s motivation. He contends that the intensity of the same is a combined product of his initial tendency before he receives the message and the encouragement he feels after the message has been assimilated by him.

2. **The direction**: Once the force has been identified and measured, it is only natural that the receiver will be motivated to act according to the stimulus. The direction is an indicator of where the person will go to satiate the created desire.

3. **The mechanism**: This factor points to the agency which will help the receiver to convert his motivation into action.

4. **Adequacy and compatibility**: Adequacy and compatibility factor refers to the capacity and efficacy of the appointed agency in carrying out the assigned task.

5. **Distance**: It is the estimation of the energy and cost required in the achievement of the objective.

**Shaffer (1964)** stated that advertisement is a marketing phenomenon and have their own social implications. It would not be wise to say that advertising has only positive or negative effects; it has both. It is up to a society to discern the positive effects from the negative ones and then consciously disregard the negative implications and adopt the positive ones. He says that advertisements are very influential and he compares their influence to that of a church or a school. Thus, advertising should be used in the most beneficial manner putting it to the best possible use so that lives of all are enhanced.

**Kelley (1971)** observed that the traditional role of marketing and its scope has changed. While earlier marketing was limited only to the selling of products, now it has evolved to embrace various disciplines like Sociology, Psychology etc. To
strengthen this idea he cites the example of using technology to promote advertising. He advocates the use of advertising to promote certain beneficial ideas in society. To the marketers he suggests that everyone would benefit if they designed advertisements for social ideas in an appealing manner so that they can be adopted by the people for their betterment readily.

The term Social Marketing was first coined by Kotler and Zaltman in 1971 to refer to approximation of marketing to the solution of social and health problems.

Kotler and Zaltman (1971) in their groundbreaking article introduced the term ‘Social Marketing’, which has been in use since. Social Marketing like generic marketing is not a theory in itself. Rather it is a framework or structure that draws from other bodies of knowledge such as Psychology, Sociology, Anthropology and Communications theory to understand how to influence people’s behaviour. Like generic marketing, Social Marketing offers a logical planning process involving consumer oriented research, marketing analysis, market segmentation, objective setting and identification of strategies and tactics. They stated that Social Marketing appears to represent a bridging mechanism, which links the behavioral scientist’s knowledge of human behaviour with the useful implementation of what that knowledge allows. They stated that the 4 Ps of marketing can also be used in social marketing. The focus of sellers in traditional marketing is the need and want of the buyers. The first P in the case of social marketing is also the product. The products are thus designed keeping in mind the desire of the buyers. If the product designed after this research meets the expectations of the buyers, it sells, thereby accomplishing the goal of marketing. The same formula can be used by social marketers when forwarding a concept for the betterment of people and society. The only disparity between the two comes in the face of the problem that the product in the latter is not tangible but a concept.

The second P represents the techniques of promotion. While it is true that the designing of the promotion requires technical skill, it is also true that the techniques used for traditional marketing cannot be applied blindly to the areas of social marketing. People who are adept at designing excellent promotional schemes for regular products might find themselves failing miserably if they do not adapt to the requirements of social marketing. This involves a deep knowledge and
understanding of the cultural and social values of the target audience. If one is in tandem with these values, the promotion of the social concept can become a success. The Third P here is Place but with a different meaning. They are of the view that many social campaigns fail to achieve the desired results as after imparting the requisite information via a campaign they fail to inform the target audience what to do after becoming aware about the concept and its advantages to their lives and lifestyles. For example, an anti-smoking campaign might convey the information that it is injurious to health and can have fatal results, if it does not forward ways and means of curbing this habit, it cannot be completely successful.

The fourth P like commercial marketing is price i.e. it is a common fallacy to relate price to actual money when it comes to accepting a certain product. But since social marketing deals mostly with concepts and ideas, price here is found to exist in the garb of the cost of acceptance. An anti-smoking campaign may not entail any actual spending but it comes at a certain cost – that of giving up the habit for a better lifestyle. Similarly, an ad promoting the use of seat belts while driving does not involve any cost. But an adherence to this idea will come at the cost of giving up an old habit consciously. Social Marketing offers a useful framework for effective social planning at a time when social issues have become more relevant and critical.

**Spence and Moinpour (1972)** raised the question whether it is ethical to use fear appeal in social advertising. They noted that in recent times fear appeals had become an integral component of advertising. The statutory warning on packets of cigarettes along with a graphic image warning of the possibility of cancer through tobacco use is an example of fear appeal in advertisements. The use of such appeals is an attempt to discourage people from smoking. Such an appeal instills fear in the hearts of the consumers who are thus motivated to reduce or give up such habits. They further elaborated that research has established that anxiety can be learned merely by observing another person produce such a response. If such an ad centered on fear appeal is frequently telecast and watched by the audience, anxiety about the dire consequences can bring about a change in perception and behaviour. The flip side of such appeals is that it can also introduce new anxieties which are not related to the cause in the advertisement, or it can also lead to an exaggeration of old fears and anxieties. But this did not lead to extensive questioning about motives and
means as most of the ads which used fear appeal were concerned with addictions to alcohol or smoking. Hence, if the fear factor is successful in bringing about anxiety in the mind of the consumer, and leads to a tendency to curb or give up undesirable habits, its use is justified because such an addiction needs extreme measures as such habits are quite difficult to give up. Thus, fear factor is a good prompter for discouraging people from smoking or excessive drinking but it should be used with discretion. A psychological investigation into the campaign is also desirable to identify the cons of such advertisements.

**Ansary and Kramer (1973)** affirmed that use of marketing techniques is expanding in the society. Traditional marketing dealt only with the product. The modern day marketing encompasses organisations, persons, places and ideas. There is a market place of ideas just as there is a market place of goods. Examples abound of organizations striving to motivate some public to adopt a new idea or practice. They are perfectly normal activities and are found in all societies. Every group has its cause and actively attempts to market its viewpoint to others. In a free society, all groups propagate their viewpoints in the marketplace of ideas. The marketing of ideas, which are socially beneficial for the society, for example, antismoking and anti-drinking have been labeled as Social Marketing. They reviewed a family planning programme running in Louisiana with the help of social marketing. After their research they came to the conclusion that the campaign was successful mainly due to social marketing.

**Lazer and Kelly (1973)** voiced that advertising is a potent promotional tool and has persuasive qualities. Advertising is now being put to many different uses like marketing of political candidates, marketing of actors, conservation of energy and saving fuel etc. These efforts encompassing various aspects of marketing go beyond simple advertising. For instance, some “stop smoking” organizations sponsor informational seminars, distribute special products to alleviate desire to smoke for those who want to quit smoking. They attributed the failure of many social advertising campaigns to the frequent absence of conditions of monopolization, canalization and supplementation in social areas.

**Luck (1974)** objected social marketing on the grounds that replacing a tangible product with an idea or bundle of value threatened the economic exchange concept.
He stated that anything that is embraced in social marketing first be defined within the total field of marketing. A person who receives a free service is not a buyer and has conducted no exchange of value. He was of the view that definition of marketing is being confused with the concept of social marketing. The term Social Marketing is bringing anarchy in terminology and it is like semantic jungle being grown around us.

Haller (1974) conducted a survey to know the attitude of college students towards advertising. The basic objective of the survey was to know the attitude of college students towards advertisement in general and how it is different from the attitude of businessmen. The survey’s primary sampling units were five large metropolitan areas. The survey employed multi-stage sampling technique. A total of 100 students were selected and interviewed in each area at randomly selected campuses, generating a total sample of 500. The interesting find of the survey was that the attitude held by businessmen was radically different from that of the students. Where businessmen regarded advertising as necessary, the students viewed it is not very important. They forwarded the view that advertisements persuade people to buy things they did not need. They also held the opinion that most of the claims made in the advertisements were false or at best misleading. This generated skepticism regarding advertisements. This difference in views brought out the conclusion that the creators of the campaigns made the advertisements according to their own value system, ignoring that of the desired market and that there was dichotomy in the field.

Bagozzi (1975) contended that marketing principles can be applied to a new and diverse range of issues like public service, education and politics. He argued that since the basic principles are same for commercial marketing and social marketing, there is no need to coin a different term for them. He sought to prove this point of view by saying that just as marketing is aimed at the achievement of a particular goal, and this can be done through various agencies, social goals can also be accomplished through similar means. Thus, according to him there is no difference between social marketing and commercial marketing.

Donohue (1975) conducted a survey specific to black children in order to gauge the influence, if any, advertisements had on the black children. For the sample he
selected 162 black children from first to third graders studying in urban schools. He focused his research on the specific areas of health and nutrition. He found that television played an important role in the lives of the children. They were persuaded by the advertisements they watched to buy or at least request their parents to buy the product for them. Although this influence was deep, he also found that parents’ influence was more than that of television and advertisements. They listened more to their parents when they recommended something when the children fell ill. The commercials regarding health and nutrition invariably recommended a medicine to combat any health problem.

Kotler and Levy (1975) suggested a six field classification of the change sought by incorporating two dimensions of time (short term and long term) and three dimensions of levels in society (micro, group, macro). In this way Social Marketing can influence not just individual consumers, but also the environment in which they operate. At the micro level, short term change in behaviour can be seen in cases where people adopt a positive habit like attending a stop-smoking clinic. A long term change at this level is exemplified when people take the initiative to stop smoking. At the group level, short term change is illustrated through actions like removing advertisements of cigarettes and alcohol from the vicinity of educational institutes and long term change can be seen in cases where organizational change occurs which deter retailers from selling cigarettes to minors.

At the macro level, short term change is demonstrated through a change in policy like banning all forms of tobacco marketing. A long term change at this level is demonstrated through a socio-cultural evolution indicated through eradication of all tobacco-related diseases.

Group and macro level change are important because they also have an impact on health and lifestyle decisions. For example, people’s choices about taking up exercise maybe limited by their income, local service provision or social mores. Macro-level factors can also have a more direct impact on health: for example, the presence of fluoride in the water (whether natural or artificial) can improve dental health, especially among children. The example demonstrates that there are many measures that can be taken to enhance improved personal hygiene. Safety standards on cars are similar examples.
Resnick and Stern (1977) conducted a study to test the informative content in the advertisement commercials. 378 commercials were included in the sample for exhaustive study. It was also the aim of the study to determine a relationship between informative content in commercials, the time of the day at which they were broadcast, and their influence on the viewer. The viewers were asked to discern whether they deemed the commercials informative or otherwise and what information was communicated therein. The startling finding of this study was that only less than half of the total commercials were found informative. It was also a pertinent fact that such commercials were broadcast in the mornings and evenings of week days and weekends respectively. In such a dismal setting the only silver lining was that 60% of such commercials were deemed informative. It was also noted that there is room for improvement in communication aired on television.

Rothschild (1979) in this landmark study suggests techniques and tools for non-business communications campaign. He suggests that one should consider the situation as the relevant segments. Because what can work reasonably well in private sector consumer goods cases may not work at all for non-business cases.

To use marketing and communication techniques effectively for public and non-profit sector problems, one must consider the extreme difference between these and private sector problems. He discerned many involvement situations which affect the implementation of these techniques. Taking the case study of an anti litter campaign, he confirmed that this particular campaign suffers from the following factors:

**Situation involvement:** People today face many complex and pressing issues. Their concern and involvement in any given situation depends largely on the importance they denote to the concerning issue. For example, although all people are bothered by littering, it has a comparatively low involvement for the concerned audience as compared to the other issues that beset them in everyday life. They would rather do something about these issues first than about littering because for them it features at quite a lower rung of importance.

**Enduring involvement:** People generally have not had much involvement in their own past with the issue of litter.
**Benefits/reinforcers:** Antilittering behavior produces only slight personal satisfaction and an individual’s actions do not seem to make a difference in the amount of litter in the society.

**Costs:** Antilittering behavior may involve a personal cost and inconvenience.

**Benefit/cost:** The benefit/cost ratio to the individual who does not litter or who picks up litter is low. (This is derived by putting together the previous two variables.)

**Preexisting demand:** There is some latent demand for a clean environment but it is not very strong or universal.

**Segmentation:** Antilittering must be sold to everyone, or else it will fail to produce a clean environment. If the environment is somewhat unclean, then most people will accept this as the norm and not engage in strong antilittering behavior.

For these reasons, Rothschild holds that antilittering communication campaigns tend to have a slight short-run impact and hardly any long-run impact. However, the impact can be strengthened by using the three others Ps. Cities should put more public garbage cans (Product) in crowded locations (Place) which have a high litter problem. Penalties (Prices) can be imposed on people who are caught littering.

Rothschild applied this set of variables to other idea marketing campaigns, such as selling people the idea to cooperate with the 55 mph speed limit, selling high school graduates on the idea of a military career, and so on. Generally speaking, the lower the public’s involvement in the issue and lower the benefit/cost ratio, the lower is the impact of the marketing communications campaign.

By determining the limits for existing theories and techniques, the discipline of marketing communication will grow, and potential for strategic success will increase.

**Fox and Kotler (1980)** in this article reviewed the first 10 years of Social Marketing. They stated that evidence from the first decade of Social Marketing is promising. In their research they evaluated areas in which social marketing had had a positive impact in improving the lives and lifestyles of people. They undertook an
extensive review of literature in order to remove doubts and confusion between social marketing and societal marketing that exist in the minds of the people. They also interviewed people from different walks of life concerned with public health. They presented their findings as answers to key questions related to social marketing.

After defining social marketing, they identified situations which call for social marketing. They forwarded the thought that social marketing comes into force when new information and practices need to disseminated. This is the result of scientific research, which informs people of the latest trends in science. Boiling water before consumption, explaining the advantages of breast feeding, and immunization are instances where social marketing plays an important role in disseminating information beneficial for the people.

Social marketing is also called into play when counter-marketing is needed in cases where adverse health practices are to be tackled in a subtle manner using persuasion than coercion so that more healthy behaviour is adopted. Encouraging people to give up smoking or excessive alcoholism or to shun drunken driving are all the prerogatives of social marketing. When activation is needed, social marketing plays a vital role. In many cases people are aware of what is right or desirable but fail to find the motivation to adopt such practices. For instance, people know that they should lose weight and exercise more but they do not put such knowledge into practice. Social marketing focuses on this lack of motivation and provides people with the impetus necessary for the adoption of such positive attitudes.

It is the success of social marketing that people all over the world today are more aware and more adoptive towards such beneficial attitude towards life. The fact that growing number of cause organizations and government agencies are turning towards social marketing is a success of this marketing. Thoughtful and effective application of social marketing has achieved some notable results and provides insight into the challenges confronting social marketers. Backed by this information, Fox and Kotler envisage a bright future for social marketing specialists. They are of the view that combining business marketing skills with additional training in social sciences will be effective for a wider range of social causes with increasing sophistication.
It is obvious that since social marketing is concerned about society, its direction and aim is determined by the social ills existing in any society. The removal or reduction of these ills is the primary concern of social marketing. It is evident that social problems vary from country to country. Developing countries grapple with different issues while developed countries have some other issues to confront. In the light of this fact it is also clear that social marketing, although its growth and effectiveness is important in both, has different issues to address. In developing countries, given the population, illiteracy and poverty, the issues are more basic. Here, social marketing is aimed at issues like population control, AIDS awareness, etc. while in developing countries, since awareness is more, social marketing is focused on issues related to health and healthy habits. Since social marketing has evolved in these countries at parallel levels, finding common grounds for addressing different issues becomes difficult. Social marketers around the world find it difficult to share the same concerns or perspective on such issues that need to be addressed. This, in turn, diffuses innovations and practices that can have a lasting influence in different societies. In this article the authors have attempted to highlight where and why the paths of social marketing have diverged. They have also discerned areas where social marketers have managed to coalesce. Common agreement on bringing about consumer and social change is one such example. Another instance of this agreement is found in the core theme of social marketing that concerns itself with audience or respondents’ benefit. This is evident in the use of marketing mix for the production of products and services that are best suited for the enhancement of public attitudes and beliefs.

They had presented cases from family planning, heart disease prevention and other health areas. Growing number of cause organizations and government agencies are turning to Social Marketing. Applications of Social Marketing have achieved some notable results and provide insight into the challenges confronting social marketers. They foresee a bright future for Social Marketing specialists. They are of the view that combining business marketing skills with additional training in social sciences will be effective for a wider range of social causes with increasing sophistication.

**Bloom and Novelli (1981)** identified the major problems in Social Marketing. Problems are identified in the eight basic decision marketing areas namely Market
analysis, Market segmentation, Pricing strategy development, Channel strategy, Development communications, Strategy development, and Organizational design and planning and Evaluation. They identified those problems which are only faced by the social marketers. It is hard to analyse the social market as social marketers have less good quality secondary data about their consumers. They also face more difficulties in obtaining primary data because in many cases the respondents hesitate to tell the truth and they are more likely to give inaccurate and self-serving answers. Social behaviours are extremely complex to influence. They may be dependent upon more than just one or two variables. They give the example of patients dropping out of rehabilitation programs due to limited self-discipline, lack of family support, drug side effects etc. or any combination of these and other factors. Social marketing is generally done by social agencies which have very limited funds, which also affects the effectiveness of programmes. The choice of target market is much more difficult than commercial marketing. Here, they cite the example of family-planning campaigns where those families which have the most number of off-springs are not accurately targeted due to the charges of discrimination on different basis. Social marketing has to use communication strategies with discretion because some groups may oppose the use of certain appeals that otherwise would be very effective. They concluded that relationship between Social Marketing and conventional marketing is like football and rugby. The two marketing games have much in common and require similar training but each has its own set of rules and constraints. The good player of one may not be a very good player of the other. Social Marketing requires greater ingenuity and imagination. It clearly provides a difficult but potentially rewarding challenge for members of the marketing profession.

Sheth and Frazier (1982) reported the model of planned social change. They suggested that for the model to be successful the behaviour to be changed should be identified properly so that it can be targeted exclusively and effectively. The policies relating to the change should be drafted keeping in mind the objectives of the desired change and should also be appropriate to the magnitude and direction of social change. The agents of change to be employed to bring about the desired changes should also be properly identified and supplied with appropriate resources.
of powers. This whole process is not a simple task but quite a complex one. Thus, the strategy of change should have certain alternatives so that if one strategy fails to be effective in its purpose, another can be applied for better results. They argued that social changes are considered a behavioural task but are in fact a managerial process. They supported this argument by suggesting that social changes require decision making and the selection of the right decision in accordance with the given situation so as to bring about a perspective, magnitude and direction change of given social behaviour. The model proposed by them forwards the suggestion that the agent of change must not be in terms of strategy approach but approach that considers the segmentation of the total strategy.

Soni (1983) studied thirty years of Indian Family Planning Programme. She procured the data available for a comparative analysis to deduce whether there had been any sizeable change in the behaviour and habits of people where the use of contraceptives was concerned. An analysis of the data revealed that nearly one fourth of the married couples of reproductive age used contraceptives as compared to an insignificant population in 1950. Over the last thirty years, the use of contraceptives had increased but the programme’s overall performance in meeting the target set by the government has been consistently inadequate. She delves into the reasons behind the shortcomings. She says that till date the government had gone about this task alone without employing the services of various organizations. To counter this inadequacy she suggests that the government needs to make much greater use of voluntary organizations, private sector institutions and social marketing programmes in providing contraceptive services.

Manoff (1985) investigated the beginning and development of the concept of social marketing. He traced it back to the time and instance where the concept of marketing was undergoing evolvement and there was a shift in public health policy. The focus on preventing diseases paved the way for this development. He strengthens his argument by saying that the prime example in this context was the Pulse Polio campaign and other campaigns for other diseases. The success of the Pulse Polio campaign made people aware of the potential of using advertisements for promoting better health practices so that diseases could be prevented and their spread checked. He also differentiates between the use of social marketing in
developing and developed countries. He says that in the former, due to varied social ills, social marketing has to target many myriad problems but in the latter because of factors like literacy, awareness etc. social marketing is used extensively to promote health education.

Lefebvra and Flora (1988) observed that Social Marketing is more difficult than generic marketing. It involves changing intractable behaviour in complex economic, social and political scenarios, with often very limited resources. Furthermore, while for generic marketing the ultimate goal is to meet share holder’s objective, for the social marketer the bottom line is to meet society’s desire to improve its citizen’s quality of life. This is a much more ambitious goal to achieve, which if channelized in a proper way can be very beneficial for the society as a whole.

Varadarajan and Menon (1988) state that cause related marketing represents the confluence of perspective from several specialized areas of inquiry. They have suggested various dimensions of cause related marketing. For example, gaining national visibility, enhancing corporate image, thwarting negative publicity, pacifying customer groups, generating incremental sales, promoting repeat purchases, promoting multiple unit purchases, enhancing brand image, broadening customer base, reaching new market segments and geographic marketing. CRMP (Cause Related Marketing Practices) have helped firms realize corporate and marketing objectives, at the same time providing much needed financial support to deserving causes. The growing population of CRM (Cause related Marketing) is indicative of an emerging trend - a trend which acknowledges that business success is not only compatible with the public good but can be achieved in unison.

Sanwal (1988) carried out a comparison of equity oriented and welfare oriented programmes. He says that there are basic differences between the two which are most of the times ignored by the implementers. Equity-oriented programmes like providing houses for the weaker sections and welfare programmes like providing education to the poor are very different programmes in their outlook. Hence, these programmes require completely different vision and implementation. Since these programmes have some basic similarities and target, the implementers are deluded in believing that they are both the same and require the same approach. Welfare programmes cater to the society at large while equity programmes are limited to a
specific target population. He suggests that as both are important for the betterment and progress of society their differences should be kept in mind so that they can be applied in a more effective manner.

**Kotler and Roberto (1989)** recognized the importance of social advertisements in making for a better life. In their study, they found that it is a very important tool for enhancing lifestyles and ushering in behavioural changes. They determined that society need not bow in front of social ills with defeated resignation. They forwarded the idea that an organized approach towards social issues like addiction, family planning, AIDS, etc. can be effectively combated through social advertisements. But in their study they found that most of such campaigns were not successful and failed to achieve the desired goals. They delineated factors that played a significant role in the failure of these ads. In the research carried out, they identified the lacunae that lay between the set goals and the achieved results. In doing so they established the areas that needed working upon for better results. Thus, by using their results agencies involved in social marketing could put their resources to better and optimum use, thereby increasing the efficacy of their concerted efforts and resources.

**Warner and Goldenhar (1989)** observed that the problem with the banning of tobacco advertising lies in the contrasting opinions people hold about it. Some contend that banning of the said ads can significantly reduce the consumption of tobacco; while others believe that this is not true. They hold that the advertising only provides ground for different brands to compete for shares in the existing market. When the advertisements for cigarettes were banned on television the print media benefitted tremendously from the broadcast ad ban, showing an increase of $5 million per magazine per year. This significant rise in revenue is one of the reasons why media has not performed its active role. It is believed that the revenues generated by the cigarette ads contribute hugely to the magazine's profits, leading them to undermine their role and its importance in making people aware of the health risks involved. The justification comes in the form of the opinion that although smoking is injurious to health, it is only one of the factors responsible for health hazards in an environment plagued with many similar dangers. The critics of this school of thought blame the media for not giving due space and coverage to the
consequent hazards, which they feel could have been dramatically reduced had the media played its proper role and had not been subservient to pecuniary gains.

**Rangun and Karim (1991)** explain that people often confuse social marketing with societal marketing. Social marketing involves changing attitudes, beliefs and behaviour of individuals or society for a social benefit. The main objective of social marketing is to bring social change whereas societal marketing is concerned with efforts to protect consumers from malpractices of marketing. They also argue that social marketing done by private firms like insurance companies advocating the use of seat belt while driving has an ulterior motive. The real motive for promoting seat belts, a good and sound advice, for insurance companies is that it will reduce the number of claims they have to process and pass. They cite many such examples where an apparent social marketing cause promoted by private companies has a hidden benefit for the promoter. They contend that such advertisements should not fall under the purview of social marketing and it should cater exclusively to those products and processes where the promoting company has no hand in the profit.

**Wallack and Montgomery (1992)** sought to highlight the role of advertising in Public health and its importance. They forwarded the notion that advertising is such an inherent and integral part of the culture of any developing country that it is quite difficult to quantify its impact. Although advertising depends upon many different factors its role in Public health cannot be undermined. The trouble in the case of developing countries is that due to its peculiar conditions, health education remains a neglected area. The onus of making people aware of health hazards and benefits lies with the producers of the products themselves, which naturally results in a skewed representation of facts. There is a huge gap between the resources available with the state for the same cause and the monopoly they have over advertising. Countries that are dogged by many serious issues like AIDS, sanitation and education will fail to see advertising as an important enough issue. This is made all the more complex by the fact that the revenues generated by the products far outweigh the costs of associated health hazards. In such cases the impact of advertising cannot be overruled, especially in public health.

**Murphy and Bloom (1992)** studied the ethical dimensions of Social Marketing. They sampled four groups of experts in asserting the ethical implications of Social
Marketing. The group included a professor of ethics, a member of society for psychological study of social sciences, subscribers to journal of economic history and market practitioners. The survey packet consisted of a cover letter, an exhibit page defining Social Marketing and providing a variety of illustrations of the technique and a four page questionnaire. The experts were asked to fill the questionnaire. The major findings of the study were:

Social Marketing is a two edged sword. It has major beneficial elements but also has the potential to cause significant ethical controversies. In the coming time, accountability of social marketers will be a major societal concern. They concluded that while Social Marketing is curious and fascinating in its potential to improve effective mass communication, the hasty application of Social Marketing could release ethical and social problems of large dimensions.

**Wechsler and Wernick (1992)** observed that the main reason for cardiovascular disease among Americans was intake of high dietary fat. Milk and milk products have been identified as leading contributors to total fat and saturated fat among children. Although the milk is very important for overall health but switching from whole milk dairy products to low fat dairy products is very important overall health. They conducted a campaign whose main objective was to change preference from whole milk to low fat milk. They conducted counseling activities educational presentations and informal discussions. They also developed a easy to read one page flyers and a colorful poster both in Spanish and in English. The campaign strategy featured a mix of traditional health education methods, intensive local information media publicity and innovative marketing techniques. An essential component of campaign strategy was building support from key community organizations and leaders. The campaign demonstrates a cost effective and culturally sensitive approach to promoting important cardiovascular health behaviour changes by an underserved population.

**Murray et al. (1993)** conducted a time series intervention analysis on anti drinking-and-driving advertising. There are two types of mass media campaigns:

1. Donated media campaign
2. Paid advertising campaign
Most Public Service Announcements (PSA) have not been successful because PSA are frequently aired in donated T.V time or during undesirable time slots that were not sold.

They studied the impact of advertising campaigns targeted at reducing youthful male drinking and driving behaviour. They conducted pre-test and post test sample surveys taken at both a campaign and control site. These compatible data analysis provided that advertising campaigns reduced youthful male drinking and driving behaviour and consequently traffic accidents. They concluded that advertising campaigns can play an important role if combined with health education program. Advertising is generally considered as a key tool in managing consumer preferences and behaviours. They suggested that advertising can be an equally effective tool in helping to bring about worthwhile social objectives.

They conclude that these types of messages are quite effective because mass media offers a relatively low cost per individual contacted and its efficiency can be increased by purchasing media on national level rather than local market level. He suggested that advertising may be an equally effective tool in helping to bring about worthwhile social objectives.

Andreasen (1994) contends that social marketing has not been properly defined in most of the literature available. He says that there are important aspects of social marketing which cannot be ignored but which at the same time are not reflected in most of the accepted definitions of social marketing. He says that a comprehensive definition of social marketing should keep the practitioners of social marketing aware and in touch with the outcomes that best augment the cause they espouse. The concept of social marketing should also keep the phenomenon separate from its academic competitors. To counter the failure of social marketing which can dishearten many, he proposes that social marketing should not be allowed to venture into spheres where its failure is almost certain. On the basis of these proposals he devised a more comprehensive definition. He defines social marketing as an 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. He argues that Kotler’s concept of social marketing focuses largely on behavioural change which determines the
success of the social advertisements and marketing. But Andreasen points out that all social marketing does not necessarily involve or encourage behavioural change. There are some cases where behavioural change is not involved but the focus is on discouraging behavioural change. He cites the case of advertisements designed against smoking, drinking or use of drugs. In such cases, behavioural change is not involved but the intention is to discourage the target audience from changing their behaviour and attitude towards these harmful products.

Pechmann and Ratneshwar (1994) studied the effects of antismoking and cigarette advertisement on non smoking youths. They chose 304 seventh graders from four middle schools. 51% were girls and 49% were boys. They learned that 37% of their subject had a parent who smoked, 7% had a sibling who smoked. Fifteen per cent knew at least one friend who smoked. The investigation was done in a controlled environmental setting. The subjects were first exposed to cigarettes advertisements that were embedded conspicuously in a magazine. Later on, they participated in an unrelated advertisement about a peer who was either identified or not identified as a smoker. The subject’s perceptions of their peer as well as their thought and inferences about the person were assessed.

The results indicated that they did not believe that peers who smoke were significantly different from others (in looks, in style etc). However they did believe that smokers have less common sense.

Unlike subjects who saw related advertisements those who saw antismoking advertisements judged the smoker to be relatively immature and unglamorous.

Price (1994) in his article discussed the importance of contraceptive social marketing and its relevance in society. He focused on disadvantaged groups like unmarried women and rural population. He forwarded the idea that in time where the epidemic of AIDS is omnipresent, especially in rural and backward areas where awareness is not of the highest order, contraceptive social marketing had played a very important role in curbing this fatal disease. Contraceptive social marketing had not only created awareness among the masses about safe sex but had also made condoms and other contraceptive devices available where they were needed. In his article he also talked about the lacunae in this aspect of marketing. He says that
critics of this marketing are concerned about health issues and some are also calling
for a ban on hormonal contraception. He says that there is no data available
pertaining to these health concerns. He suggests that contraceptive social marketing
can get a further boost if the extent to which the care goals can be met can be
assessed. It would also gain if the need to introduce monitoring procedures ensuring
basic health needs can be evaluated to determine their relevance and need.

Bagozzi and Moore (1994) concluded that marketing has been associated with
tangible products and their selling to potential buyers by making the same available.
It is thus natural that the price fixed for a product can also be manipulated through
characteristics like packing, positioning, name etc. he contends that the concept of
marketing has changed and now embraces many other intangible products like
services. But the designing of advertisements for such intangibles has to be
necessarily different from that of the traditional products. The strategies for the
selling of such products too have to be different and should be drafted and
implemented bearing in mind the inherent differences.

Andreasen (1995) suggested that social marketers, like their commercial
counterparts, must be aware of their competition. The most obvious source of
competition in Social Marketing is the consumer’s tendency to continue in his or
her current behavioural pattern, especially where addiction is involved. Inertia is a
very powerful competitor. Other sources of competition involve alternative
behaviours. For example, time spent donating blood is the time which the consumer
could spend doing other more enjoyable, more convenient and more personally
beneficial activities.

Competitive organizations include other health promoters, educators or government
organizations trying to use similar methods to reach their target audiences. For
example, the typical doctor’s clinic in the UK displays such a plethora of leaflets
and posters that any one message or idea stands little chance of being noticed.
Social marketeers must then be innovative and careful not to overwhelm their target
audience.

Goldberg (1995) calls for marketers to become more engaged in social marketing.
He said that there are certain complexities associated with research in social
marketing like market analysis and evaluation market segmentation problems, channels problems and communication problem. He concludes that although the domain of social marketing is quite wide but its main agenda should public health. The larger picture is that of a more conservative, downstream structural functionalism guiding much of social marketing, whereas a more activist, upstream critical theory approach lies relatively dormant.

Chauhan (1995) conducted a study dealing with social advertisement in India. In her study, she focused on health care, family welfare, child care, early childhood education, nutrition programme, dowry prevention, untouchability, literacy, women education, drug abuse, safety, national integration, energy conservation and girl child. She conducted a research into the awareness and likeability of the respondents regarding social advertisements. She also inquired about the frequency of viewing the social ads. The determination of reasons of likeability of social ads was also a purview of her study. She also investigated the truthfulness of the claims made by the social advertisements. She also determined the impact of social ads on the lives and behaviour of the respondents. From this impact, she gleaned the relative desirability of these ads. From this, entire she also questioned the efficacy of the ad agencies involved in social advertising and identified areas which needed special attention for the future.

Jones et al. (1996) explores whether marketing campaign can be used to achieve public policy goals. He concluded that two immunization campaigns carried in Oklahoma had a positive effect on the number of children immunized. But the cost factor should also be considered. Although the campaign was successful it was not cost effective.

Gorn and Goldberg (1997) in their study found that children’s beverages and snack food choice were significantly affected by exposure to different televised food messages. The children who viewed candy commercials picked significantly more candy over fruit. Eliminating the candy commercial proved as effective in encouraging the selection of fruit as did exposing the children to fruit commercial or nutrition public service announcement.
Smith (1997) observed that health problems have a social as well as an individual dimension. This phenomenon is most clearly demonstrated by the epidemiological data which shows that poverty is one of the most consistent and basic predictors of ill-health in the UK. The lack of opportunity, choice and empowerment it generates, prevents people from adopting healthy lifestyles. Social Marketing also has a great deal to offer by influencing the behaviour, not just of the individual citizen, but also of policy makers and influential interest groups. Social marketers might target the media, organizations and policy and law makers.

Yavas (1997) after focusing on many studies concerned with writings about attitudes towards advertising in general came to the consensus that such attitudes consist of two dimensions – the social and the economic. Although the consensus was well received, it suffered from a drawback. And this negative aspect was that like other marketing concepts and propositions, the findings pertaining to the structure of advertising attitudes were primarily based on American research. The dimensionality of advertising attitudes in an economic versus non economic setting was investigated by him thoroughly in his study. To see whether the same research was applicable on others and whether it yielded the same result as it had with American citizens, he surveyed Saudi adult consumers. The results obtained pointed out that what was true for American citizens was true for their other counterparts also. The study affirmed that advertising attitudes indeed decompose into social and economic effects dimensions. The measures developed to capture the two dimensions demonstrate satisfactory internal consistency and reliability, and pass the test for convergent, discriminate and concurrent validity.

Hendelman (1999) states that markets are becoming increasingly aware of the positive impact marketing actions with a social dimension can have for the organization. But more important is to have a richer understanding of the mechanisms by which these marketing actions benefit the organization and how they interact with the firm’s performative actions. He was of the view that full integration of economic and non economic criteria in its strategic decision making can work wonders for the organization.

The strategic intertwining of marketing actions with a social dimension and economic oriented marketing actions is representative of a firm’s adopting an
institutional orientation. A firm that is focused on winning constitutional support as opposed to customer’s store product or brand choice is more likely to perceive the importance of integrating marketing actions with a social dimension.

**Bang (2000)** critically viewed the role of social marketing in areas concerned with issues related to health and those promoting responsible behaviour. He asserted that while social media is successful in many areas but when it comes to forwarding the idea of responsible behaviour it fails to achieve the desired results. He studied the various factors which contribute to this failure. He says that since such behaviour entails a conscious change it becomes a difficult goal to achieve. This problem is further compounded by the fact that meagerly budgeted social marketing advertisements had to contend with lavishly produced company advertisements which promoted drinking. Even films, which depict stars drinking to beat stress and to have a good time, propagate the same idea. The factor of budget and influence of movies and stars on lives and attitudes of people is quite a strong one and the latter wins the field. While everyone knows that driving under the influence is not desirable behaviour, it is viewed as a macho thing. Anyone who resists this compulsion is derided as sissy. Thus the popular idea attached to driving when drinking is difficult to mitigate. Bang contends that where social marketing fails in bringing a change in thinking is that it strives to inform people what to think and not what to think about something. He says that if social marketing changes its focus from the former to the latter and has to face less competition from its counterparts in advertisements and films it will be much more successful in ushering a cognitive change.

**Earle (2000)** voiced that cause marketing - advertisements aimed at changing personal behaviour and attitudes – is one the most widely used tool for the enhancement of the individual and society. He forwarded the idea that advertisements dealing with social awareness regarding addiction, domestic violence, etc. is at a very developed stage, with billions going into the creation of such campaigns for public awareness. Although the creators of such advertisements recognize the importance of such campaigns, they are not unaware of the fact that all campaigns are not successful and many fail to achieve the desired results. Since this is an important and efficient tool, it is not to be discarded in the face of such
failures. The advertisements need to be better and the gap areas need to identified and addressed for better results. Marketers all over the world are now engaged in determining ways and means through which such campaigns can be made more effective. Earle focuses on over 50 actual campaigns dealing with social ills. He studies these campaigns in detail and determines the reasons for their success. He also chooses 10 most successful cause advertisements and investigates why these campaigns were successful and what the others lacked which made them less successful. In the process, he demarcates gap areas which, if tended to can go a long way in making such ads and campaigns achieve their desired goals.

Mehta and Purvis (2000) evaluated how consumer attitudes to advertising in general affect response to specific advertising. The study answers these questions: Do general attitudes towards advertising influence advertising reactions? If so, then in what ways? Findings of the study reveal that respondents with more favourable attitudes toward advertising recalled a higher number of advertisements the day after exposure and were more persuaded by them.

Kotler et al. (2000) states that social marketing is a profound change agent as well as a successful method of management. In future, students of social change may look at the final decade of the twentieth century as a line when the balance of social change started to shift in favour of planned, persuasive and non violent change as against change brought in by violence. They state that more conscious and ethical behaviour is required on the part of the people designing and executing Social Marketing initiatives. The authors correctly emphasise the need for analyzing the behaviour of target public and communicating as much as possible in a personal way.

Andreasen (2002) observed that social marketing is in its growth phase of its product life cycle. But he also noted that there are several problems that stand in the way of social marketing achieving its full potential. He delineated these factors as relating to social marketing finding its full potential in the wake of existing social customs and habits. There is also the disadvantage of locating the exact position of social marketing in the context of other social changes. There are many factors that go a long way in ushering changes in society and individual lifestyle and social marketing is just one of them. Skepticism is one hurdle that social marketing has to
overcome. While the people involved in the designing of the campaigns might be enthusiastic about what they are doing for society, their zeal is countered by skepticism at the top management level who think that since change is too difficult to achieve, the effort is not rewarding. This cynicism finds its basis in the fact that the successes of social marketing are not documented properly so that the majority of the population remains unaware of the role that social marketing is playing in the enhancement of society. This is coupled with the disadvantage of the notion many people hold that social marketing is just propaganda that is its roots are embedded in self-promotion rather than the betterment of society at large. Since this is a relatively new field, it lacks academic structure that people can adhere and relate to. From delineating the hurdles in the way of social marketing, he also enumerated the solutions that can go a long way in promoting them.

O’Lwin et al. (2002) focused on organ donation scene in Singapore and explored the range of marketing activities and responsibility of the primary organ procurement agency in Singapore, the National Kidney Foundation. They are of the view that there is a positive relationship between altruism and attitude toward organ donation, and those who sign up as organ donors to relay the facts about organ donation to family and friends. Web sites can serve as useful destinations for informational seekers. The misperceptions of people that organ donation would interfere in after life or reincarnation can be reduced by public awareness and education. All organ procurement agencies should institute a strong marketing program aimed at changing attitudes.

Pechmann et al. (2003) state that there is no doubt that antismoking advertisement should be used to prevent minors from smoking cigarettes. But the message content is controversial. In the shortly 7 common message themes were identified. Using protection motivation theory the authors develop hypothesis regarding the message theme effects an cognitions and intentions and test them in an experiment involving 1667 adolescents. The message theme identified were disease and death, endangers, others, consents(like bad breath, smelly clothes) smoker’s negative life circumstances, refusal skills role model, marketing tactics, selling disease and death, substantive variation.
Three of the seven message theme (Refusal Skills Role model, Smoker's negative life circumstance, endangers others) bolstered adolescent’s intentions not to smoke and all did so by conveying that smoking cigarettes posses several social disapproval risk on the basis of these findings they suggested policy officials and advertising agencies showed consider using norm based appeals, appeals that convey smoking from several disappear risks.

Andrew et al. (2004) conducted a test with more than 900 adolescents aged 12 to 18 as a part of anti tobacco campaign. Two questions were addressed in the interview.

1. Do counter advertising campaign attitudes directly affect antismoking beliefs and intent in a manner similar to those of conventional advertisement?
2. Can advertising campaign attitudes have a stronger effect on beliefs and intent for adolescents with prior smoking behaviour, and for adolescents exposed to social influence that is friends, siblings, etc. The author’s findings show that advertising campaign attitudes, prior trial behaviour and social influence all directly affect antismoking belief.

Brown and Henley (2004) conducted a survey on hard core smokers in order to study their compulsion of smoking and to see how they positioned themselves with respect to anti smoking messages. In order to do so they formed four groups comprising male and females in the age groups of 40-50. The participants were then asked to discuss a range of topics related to smoking and to explain their responses to anti-smoking messages. Their responses were gauged. It was found that in order to continue smoking and not to break the habit, many participants used the cognitive dissonance theory to their advantage. Some added to a dissonance causing element by citing examples of older people who are still smoking and enjoying good health while others changed the element by opining that early death was preferable to a self-denying miserable old age. They concluded that to combat this play of dissonance by hard core smokers specially designed messages are needed.

Potter and Adam (2004) examined the relation between philanthropic tendencies like donating to charities and attitudes towards Social Marketing. They found that significant positive correlations exist between the two and that respondents
expressed more concern for local causes. They also demonstrated an inclination to follow the trends of popular social causes.

**Minkler et al. (2004)** studied cigarette and alcohol advertising in magazines and the effects of such ads in relation to the editorial content that accompanies it. They contrasted the contents of four magazines devoted to ‘beauty of health’ with those of regular issues. They found that the former issues had fewer ads related to cigarettes and alcohol as compared to the regular issues. It was also found that little editorial content was devoted to health risks associated with smoking and drinking. This showed the magazines’ responsiveness to the interests of the readers vs. those of the advertisers.

**Jones et al. (2005)** examined the results achieved and the cost involved in the immunization campaigns launched in the United States of America, with special reference to the state of Oklahoma. They found that according to the report of the United Nation Small Pox had been eradicated from the world and immunization programs have significantly reduced the number of cases in the United States. Measles too had all but disappeared from America. But later events were to refute these contentions. In 1990, 97 deaths from measles were reported and in 1989 an outbreak of measles claimed many lives. These outbreaks were attributed to breakdowns in the vaccine distribution system and/or poverty. But later research showed that this was not so. Parents delayed completing the course doing so only when the child was about to go to school. The authors stated that it would be beneficial for each state to design its own campaigns to reach the target immunization rates.

**O’Cass and Griffin (2006)** noted that advertisements, especially on television, have become an important component of social marketing. Since television is a very popular medium of communication and has the potential of reaching millions it is widely used to propagate social issues and concerns. But they pointed out that assessment of social believability has been largely ignored. They said that believability of the message in question is of vital importance in determining the success of the message. However they found that not much attention is paid to the factor of believability of the message. They concluded that there is a direct link between the attention paid to the advertisement and its believability. This
believability is enhanced if there is involvement on the part of the marketers. Thus, if there is involvement there is believability; in turn, if there is believability, there is acceptance and positive attitude towards the social issue.

Sanitow and Brennan (2006) contend that Social Marketing relies on three main factors i.e. Law, Enforcement and Advertising. But the problem herein lies in the fact that Social Marketing focuses only on Law and Enforcement but is more or less unconcerned with bringing about a change in attitudes. This can be seen in many instances where the law does not exist for a particular problem and it can be resolved only through a change in attitude. There are laws concerning drunken driving but still we find many cases where one is aware of not only breaking the law but also that one is putting one’s life at hazard. This truancy can be curbed only through a combination of Law, Enforcement and Advertising where the focus is not on just information but on changing attitudes. They cite the example of the state of Victoria where by combination of these three factors led to a reduction in the number of deaths and injuries due to drunken driving.

Jones and Iverson (2006) found that breast cancer is the most prevalent form of cancer in Australia. Where women are confronted by the threat of this malady they have to face numerous difficulties and take many decisions. They have to be continuously aware and vigilant to check for signs of this disease. They also have to decide whether to participate in screening programs and to take up the most effective method of combating cancer when diagnosed with it. The authors are of the opinion that Social Marketing can play an important role in controlling this disease by designing effective communication on this issue. This can be done with the help of two disciplines: Marketing and Behavioural Science. These can be used most effectively through a systematic approach wherein the segment audience is targeted by age and literacy level and clear objectives are set and Theory of Planned Behaviour is utilized for developing the message and last but not least the findings are used to enhance the programs for a better use in the future.

Redmond and Griffith (2006) devised an experiment on a group of people to observe whether good eating habits could be inculcated among people. These also included hygienic handling of food. They taught the people how food should be handled, stored and cooked in a hygienic manner. Without informing the sample
people they installed security cameras to observe how people had imbibed the habits taught. They found that for a period of 4-6 weeks the people observed the rituals of cleanliness they had learned. But after the lapse of the period it was seen that people reverted to their old habits of handling, storing and cooking food. Thus it was learnt from the experiment that if such habits were to be retained by the people these had to be repeated periodically.

Katsioloudes _et al._ (2007) contend that relationship marketing has become an important and integral part of marketing and is also helping marketing in its cause. Extending greetings to people on their special occasions make people remember the organization behind such actions. They tend to view these favourable as the idea that they are special to the company is inculcated in their minds. The authors contend that if relationship marketing can incorporate the idea of social marketing and make it its integral part social marketing and its various allied causes can benefit tremendously from this idea. A point in favour of social marketing is that most people already carry a positive impression about companies and organizations involved in social marketing. Thus it would be easy enough to modify the established concept of social marketing. It would also be advantageous for the various causes supported by social marketing as people would remember the concerned advertisements and be more inclined to support the causes.

Evans (2008) voiced that social marketing has been successful at changing a wide range of health behaviors especially in the domain of tobacco use, nutrition and physical activity HIV AIDS etc. But social marketing faces a major challenge and at disadvantage as compared with commercial marketing because social marketing lacks funds, it can succeed only if it develops more socially powerful and persuasive competing messages, multiple channels and focus on social and health policies that affect individual behaviour. Social marketing faces a daunting task in the light of rising media use by children. The policy makers can follow the same policies as followed in tobacco control, diet control and physical activity.

Harvey (2008) voiced that social marketing has played a great role in the CSM (contraceptive social marketing). In 2005, social marketing programs served the contraceptive needs of 36.7 million couples in 73 countries and provided hundreds of millions of condoms for HIV/AIDS prevention. All major contraceptive methods
are included in the social marketing effort. In 2005 alone, social marketing programmes managed to sell millions of contraceptive devices throughout the world. These contraceptive devices cover the entire range of contraceptives available in the market. Social marketing has been growing simultaneously with modern means of communication. It is notable that although the number of couples using contraceptives has doubled, those accessed by contraceptive social marketing has increased by almost nine times. This gap between the two figures shows that social marketing is much more successful in bringing information and sources to the people than regular means of information dissemination. The fact that social marketing ads are more informative and carry with them the tag of non-profit motive makes social marketing advertisements more credible. Thus, for more than 40 years the social marketing system has proved to be a viable and important model for promoting family planning. Given the success of social marketing plans it is only given that these plans and campaigns are going to play a crucial role in promoting safe sex, family planning and prevention of sexually transmitted diseases. Such programs already provide a significant portion of the world’s contraceptives. With years these programs will become more self-sufficient and will encourage large numbers of consumers to adopt fully commercial contraceptive products. Till that happens social marketing is making its presence felt in all areas of life. In developing countries where scourges of illiteracy, lack of awareness and poverty prevail and make lives miserable for millions, social marketing has emerged as a boon for the affected. In such countries matters related to sex – safety, family planning and prevention of STDs- need to be addressed with never ceasing fervor. In this scenario, the success of social marketing has proved that it is a viable solution for such and many such problems.

**Pigford et al. (2008)** conducted a survey unique to Australia. The aim of the survey was to determine factors that influence eating habits. They delineated five factors relating to gender, age, place of residence, gross income and working hours that contributed in some way to healthy eating habits. Their survey was unique as such studies and similar factors had been the object of study in different countries but not in Australia. For the sample they selected 310 respondents and submitted them to the analysis. Their findings revealed that factors like gender and working
hours played a role in influencing healthy eating habits but other factors of age, gross income and place of residence did not play a significant role in the same. The study of the gender differences revealed that factors like mood, natural content, weight concern, ethical concern and health were more important for females than their male counterparts.

Ganeshasundaram and Henley (2009) conducted a study to investigate the effectiveness of ‘Super nanny’ reality television programme in teaching parenting techniques. For this, they conducted a telephonic interview of 400 western Australian adults. After submitting the information about the demographics, they had to respond to a number of questions related to teaching parenting techniques as shown in the reality show ‘Super nanny’. They found that this programme was watched by parents, children and grandparents. The majority of the respondents watched this show for information and was able to recollect many parenting techniques. Most of them had also tried some of the techniques shown in the programme. They concluded that reality television can be used to effectively market social messages.

Cismaru et al. (2009) examined whether social marketing and protection motivation theory (PMT) can be used to create effective anti-drunk driving communications. They provided data that an estimated 1.2 million people worldwide are killed in road accidents, out of which many are alcohol related crashes. They conducted a research involving quantitative analysis of anti-drunk driving communication material posted in the English language on the internet. Their research revealed that there are 25 anti-drunk driving campaigns posted on the internet. Most of the campaigns were intended to create awareness about the risks associated with drunk driving or provided alternatives to drunk driving. They concluded that campaigns which were aimed at preventing drunk driving were using PMT successfully. These campaigns were designated to motivate the public to undertake a variety of behaviours like drinking in moderation, choosing a non-drunk driver, choosing a taxi or public transit. They suggest that these campaigns should also provide advice about how to avoid drunk driving.

Hastings (2011) focuses his article on the concept of 'social responsibility' campaigns. These are the campaigns undertaken by industries involved in
production of various consumer goods like tobacco, alcohol, etc. The author questions the motives and effectiveness of such campaigns. He compares the effectiveness of industry backed campaigns with social marketing campaigns. He cites the studies of different authors like Farrelly, Wakefield and Donovan who, in their independent research, reached different conclusions. From finding the former to be less effective, moderately effective and more effective than the latter respectively, the researchers forwarded a mixed picture of such involvement. Hastings contends that when industries and companies involve themselves in such campaigns, their primary motive is not the benefit of the public as is in the case of independent bodies involved in social marketing. He says that in producing such campaigns, the primary beneficiary remains the companies themselves as they try to project a good image of the company and its goals.

Janet (2011) explored the tussle between voluntary social marketing and regulating social marketing. He concedes that social marketing aims at changing behaviour without the use of coercion. Any change in behaviour has to be voluntary. But during his research he found that many times even though the target audience appreciated the message in the advertisement and also recognized the importance of its incorporation in their lifestyles, they were reluctant to change their behaviour or habits. He found that many times that social marketing accompanied by policies and regulations is more effective, especially in the case of tobacco and alcohol industry proved to be much more effective than a simple marketing strategy. In high risk behaviour, such as smoking, excessive alcohol consumption and consumption of high fat, salt and sugar foods, a change in policy goes a long way in bringing about the desired change in lifestyle and behaviour of the target audience. He concluded that social marketers need to recognize that both types of social marketing should go hand in hand in case of extreme situations where health and life are at stake.

Nesbitt et al. (2011) examined the hypotheses that if social marketing is taught to marketing students during the early stages of marketing education, does it help them at the later stage in the application of these concepts. For this research foundation of marketing students were asked to complete a SMP project as a course requirement. Its impact was assessed with post-project measures of student’s ability to apply social marketing. Their attitudes before the SMP project and after the
project were also measured. The findings showed that the foundations students were having a good understanding of social marketing concepts, enjoyed it and believed that SMPs are very important for bringing a desired change in the society. Many students fail to learn about social marketing principles because very few universities include social marketing in their course offering. In order to have a better application of social marketing it should be introduced at the early stages of marketing education.

Henley et al. (2011) suggested how commercial marketing principles can be applied to social marketing campaigns. They prove their point by applying marketing theory to a real life social marketing to make it more understandable. EPODE was a social marketing programme run by NGO FLVS association in France to help prevent obesity among children. This campaign was very successful and a major role in the success was played by local mayors. Mayors were invited to to be involved in the programme they had to sign a charter that they will employ a full time manager of the programme. All the four ps of marketing were given due consideration in planning and implementing the programme. They conclude that planning and implementing social marketing requires careful planning, identification of the right theme and implementation of marketing mix is necessary in order to ensure campaign effectiveness. EPODE was very successful after starting of the programme and many other countries of the Europe got attached with the campaign.

Wymer (2011) investigated why some social marketing campaigns proved to be successful while others failed to achieve the desired results. On the basis of his findings he also proposed a plan following which social marketers could make their campaigns more successful.

He noted that social marketing planning is disadvantaged by over-reliance on commercial marketing tactics and too much stress on individual behavior change. Finding upstream sources of social problems is a first step. However, social marketers must be willing to employ tactics to improve structural, upstream causes of social problems. The social marketing field needs to further its developmental progress by reducing its use of commercial marketing concepts and increasing its use of concepts from other fields like public health, political science, and social
movements. Since social marketing deals with a diverse range of areas, it is multidisciplinary in nature. But it is both ironic and sad to notice that in spite of being related to these areas, ideas from these fields are not incorporated in the creation of social marketing campaigns. He contends that it would be more effective to the field of social marketing to enlarge its scope, rather than limiting it. It would be more beneficial to accept that social marketing uses concepts and tactics from other disciplines and that the focus should be on improving the effectiveness of social marketing solutions rather than restricting it to one discipline’s.

Helmig and Thaler (2011) conducted a survey to examine the role of social marketing in combating social problems that are prevalent in any society. The aim of the study was to determine the effectiveness of social marketing in tackling such omnipresent problems. While those who finance such marketing efforts need hard evidence to justify the funding into such campaigns, the effectiveness remains difficult to assess as it is hampered by many other diverse factors. Towards this aim they selected 337 articles related to various aspects of social marketing. These articles dealt with social issues like smoking, using contraceptives, health behaviour, drug and alcohol use, etc. The most important factor in determining the effectiveness of any social campaign is the methodology adopted. In their study they found that most of the methodology applied was experimental in nature. Most papers gauged the effectiveness of social marketing by measuring the behavioural change while the others focused on intention change. They suggested that since social marketing is a multi-disciplinary field, the use of state of the art in these fields would be of immense benefit. They also recommended the elaboration of holistic models for the same due to the presence of theoretical underlying models in any approach.

Barlovic (2012) carried out a research related to obesity among children and role of social advertising in Germany. In his research he explains that causes of obesity are multidimensional, some of which are higher intake of calories, genetic factors, sedentary lifestyle and persuasive advertisement for kids’ food products. Marketing and advertising has been the target of health professionals. They are of the opinion that banning children’s products will help in solving this problem. But the author contends that advertisements, however persuasive, are not the sole reason for
obesity among children. He justifies this statement by forwarding the idea that if children see an advertisement for a particular product, they might be inclined to buy the same. But this inclination for one product balances out the desire for another product of a competitor company. Children actually do not need to see an advertisement for a particular product in order to buy it. If they want to buy a product, and it is not backed by an advertisement for kids, they will buy one that is meant for adults. He found it interesting that although both kids and their mothers are aware of what is healthy and what is not and even how to reduce weight. But this awareness is somewhat negated by the gap between rational knowledge and the actual behaviour of kids. So, in this scenario, the role of social advertising is not directed towards creating awareness. The aim of social advertising, to reduce obesity amongst children, should carry an emotional appeal for the kids so as to make it more effective.

Wayman et al (2012) conducted an online survey among 600 social marketing professionals who came to attend second world non-profit and social marketing conference. The study sample included social marketers from diverse backgrounds, professionally and globally. It is interesting to note here that a total of 280 completed the survey. The purpose of the survey was to gain insights into future trends, issues and opportunities emerging within social marketing globally. The survey consisted of 28 questions relating to various issues like social marketing practices, reach and usage; impact of social marketing on social issues; lessons learned by social and commercial marketers and effective social marketing tools. The findings of the survey suggest that social marketing has been widely recognized and applied around the world in achieving socially desirable changes. The majority of the respondents agreed that social marketing is at a critical stage of its development because of growing and diverse social problems and challenges. They concurred that social marketing can be very effective in tackling issues faced by both developing and developed nations. These social challenges include not only health related problems like obesity, etc. but also those faced by developing countries in the form of poverty, illiteracy, etc. They also were in agreement that in spite of the fact that social marketing is a good and effective tool for bringing in
desirable changes in society, social marketers across the world need to do a better job for the goals to be achieved.

**Bernhardt et al. (2012)** examined the role of place in social marketing and how its implications have changed in the rapidly shrinking world. In the marketing mix, one of the most important Ps is the place. Its importance lies in being at the right place at the right time. This is followed by the action at the right time. Bernhardt contends that with the technological revolution social marketing has found a great ground to propagate its causes and aims. Traditional modes of telecast were lumbered with factors of cost, poor time slots and shoddy production values. All these limitations have been removed to a large extent with the aid of online sites and marketing. Online broadcast also successfully combats the problem of time. It is now not limited to a time slot but can be accessed at any time by any one at leisure. The traditional concept of place too has metamorphosed. Earlier it was relegated to one’s home but now it is available everywhere where the facility of internet is available. And that is everywhere – on mobiles, on the go. The cost of producing such ads too has gone down. The telecast of such advertisements used to be a costly affair. But on the net, one just has to produce an advertisement and upload it on the net. It is then accessible to all at almost no cost at all. Thus, with the advent of technology in the guise of internet and mobiles, social marketing has a place that is virtual and yet within everyone’s approach. He suggests that it is in the interest of everyone to use this tool effectively for better and enhanced results. He advocates that social marketers should devise innovative ideas on how to make the most use of technological tools for better results.

**Ferguson and Phau (2013)** conducted an investigation into the fear factor as initialized by anti-smoking campaigns. Their sample consisted of young adolescents and young men. They prepared a questionnaire dealing with different kinds of fears related to smoking as presented in the advertisements against smoking. The results showed that fear existed in the minds of the respondents and they were sensitive to the effects of smoking shown in advertisements. What the authors found from the results was that young adolescents were more sensitive to the fears than young men who were more fixed in their habits and attitude towards smoking. They suggested
that anti-smoking campaigns should be more directed towards the adolescents as they showed a more positive response towards anti-smoking campaigns.

The foregoing review shows that a lot of research has been done on social advertising in western countries but the developed countries are radically different from the developing countries like India. The developed countries have already found solutions to the problems and moved on to other issues while the developing countries are still grappling with the basic social evils like poverty, illiteracy etc. The meaning and scope of social marketing in developed countries is markedly different from that in developing nations. Therefore, there is a need to study the social advertising from the Indian perspective. The present study is an attempt to analyse the influence and effectiveness of social ads in Punjab.