CHAPTER – II

REVIEW OF LITERATURE

INTRODUCTION:

A research is complete only when it is supported with the study of past researches. Review of the earlier works and theories developed in the area of social marketing presents a formal design to this research work. The literature reviewed have been categorized into three parts as

i. Social Marketing Concept

ii. Social Marketing activities related to Health

iii. Social Marketing activities towards development of society

2.1 LITERATURE REVIEWS RELATED TO THE SOCIAL MARKETING CONCEPTS

Raman Kumar, Dr. Preeti Srivastava and Risa Singh (2014)¹, have said that the effective marketing communication is imperative for the success of business. Several marketing and positioning strategies are developed to acquire the attention of potential customers. The social marketing campaign always plays an important role in this regard. The research aims at identifying the impact of such campaigns among consumers. The consumer’s attitude and perception go on changing on a regular interval. The changes occur on account of various reasons. The study also highlights on reasons that affect changing behaviour of consumers.

Sumanjeet Kaur (2014)², argued that social marketing is an effective and widely used tool to bring positive change in society. But all issues cannot be covered by social marketing alone. Education, proper laws and implementation are necessary for it. It is important that people should believe and accept the change or idea which is incorporated in the social marketing. India is a big country so social marketing campaign should be wide enough to
reach wherever it is required. Lastly for its success companies should themselves take the responsibilities of social wellbeing and government should support them. Social marketing is all about bringing positive change in society either through product, service or idea.

**Rebecca Langford and Catherine Panter-Brick (2013)**, suggested that intervention was informed by ideas from social marketing, targeting motivated behaviours and social norms to create a ‘demand’ for hygiene. It differed from a ‘pure’ social marketing approach in two ways. First, their primary aim was to assess the impact of hand-washing on child growth and morbidity and so they provided mothers with soap free-of-charge. Second, given the small scale of the intervention, Researchers did not carry out detailed audience segmentation. They have identified at the outset the poorest women for whom the intervention would not be compelling. Nonetheless, it is difficult to see any way of marketing this message to the ultra-poor and it could have been effective when social, economic, and physical circumstances remained unchanged.

**Donovan, R. (2011)** analyzes that unlike other sub-areas of marketing, such as sports marketing, business-to-business marketing or even religious marketing, social marketing attracts a very diverse group of disciples, many of whom have little or no background in the discipline of commercial marketing. At the same time, many with a commercial marketing background have a limited understanding of the social and environmental determinants of health and well-being and tend to be focused on consumer marketing techniques for a situation where there is wide distribution of product and service offerings and where most target audiences have enough money to make a purchase. These circumstances have resulted in a number of myths and misunderstandings being expressed by “social marketers” which
could negatively impact on the practice of social marketing and hence the effectiveness of campaigns described as such. Article describes and dispels eight “mythunderstandings” commonly expressed by social marketing practitioners and others. It is suggested that those wishing to operate in the domain of social marketing could benefit from a look at the history of marketing and some of the basic textbooks to help dispel some of these myths.

Craig Lefebvre (2011) explored the field of social marketing. The field needs to evaluate what works, and more important for it to prosper and remain relevant, it must discover and incorporate concepts and techniques from other disciplines that are aligned around core ideas of people-centered and socially oriented. It has reviewed new insights and understandings from modern social marketing practice, social innovation, design thinking and service design, social media, transformative consumer research, marketing theory and advertising practice and develops a model for transforming social marketing thought, research and practice. A three dimensional model is used which includes: scope – co-creation, conversations, communities and markets; design – honoring people, radiating value, engaging service and enhancing experiences; value space – dignity, hope, love and trust. The presentation weaves together a set of ideas from different disciplines that together strengthen the social marketing approach and provide a broader set of outcomes and perspectives that could be incorporated into work in this field.

Judith Madill and Norm O'Reilly (2010), highlighted that in spite of increasing involvement of social marketers in sponsorships utilized to finance social marketing programs, the literature exploring such sponsorships is very limited. The research aimed at contributing to the social marketing discipline by building a better understanding of
sponsorships involving social marketing. As such, the research has a number of implications for social marketing practitioners. Both contributions to the social marketing discipline and implications of practical significance are highlighted in the discussion.

Waddington H, Snilstveit B, White H, Fewtrell L (2009)\textsuperscript{7} results from the most systematic search to date of impact evaluation literature examining the effectiveness of Water Sanitisation Hygiene in reducing diarrhoea morbidity in developing countries. The results call into question some received wisdom, particularly with regard to the sustainability of water quality interventions and more limited effectiveness of sanitation. The review has identified important gaps in the literature, in particular the need for bigger, longer term evaluations of water treatment technologies, as well as the need for more evaluations of sanitation provision and multiple interventions using factorial design. The review also highlights the relevance of causal chain analysis using mixed methods in examining compliance and sustainability. The discussion emphasises the importance of behavioural mechanisms, particularly where they are likely to be of overriding importance to adoption and sustainability, and therefore impact.

Hastings, (2009)\textsuperscript{8} analysed and said that it is not easy to resolve the tensions and divergence of thoughts. However, the critical dimension of social marketing should not be ignored, nor assessed as unrelated to critical marketing. Perhaps a more accurate term for this kind of activity is critical social marketing, a distinct sub-discipline influenced by social marketing and critical marketing constructs.

Baran and Davis (2009)\textsuperscript{9} gave evidence to Social Marketing which was once called “an administrative theory” because it was perceived as essentially source determined. The critics
held that social marketing assumes the existence of a benign information provider seeking to bring about useful, beneficial social change. The critics failed to see the complete picture of today’s social marketing theory and practice.

**Zoe Slote Morris and Peter John Clarkson (2009)**, highlighted that social marketing framework provides a useful solution-focused framework for systematically understanding barriers to individual behaviour change and designing interventions accordingly. In doing so it provides a much-needed approach to the problem of behaviour change. The social marketing framework has a number of unique strengths. Whether the social marketing framework provides an effective means of bringing about behaviour change remains an empirical question which is still to be tested in practice.

**Mitesh Kataria and Karin Larsen (2009)** gave a more balanced picture of the use of social marketing as an instrument of influencing battery collection. The objective was to evaluate if and how much the information campaigns have affected the collection of batteries in Sweden. The increased use of social marketing in environmental policy creates a need to discuss these issues further and hopefully in the light of more evidence in future.

**Ozanne and Saatcioglu, (2008)** found that the transformative researchers believe that social change is not brought about through programmes directed at target audiences but through participatory actions and community learning that are meaningful and of immediate value to all. Hence, programmes for social change that are conducted with the TCR goals in mind have the potential to generate insights into the problem-solving capacities of people, and so empower individuals and communities to seek sustainable solutions that could be the lasting foundation for effective and efficient social marketing programme policies and interventions.
Gordon et al. (2008)\textsuperscript{13} tell us that social marketing has generated attention to its scope and its application has broadened beyond public health behaviour issues such as tobacco, alcohol, nutrition and physical activity. Indeed the ability for social marketing to demonstrate applicability beyond public health has been identified as one of the key tasks on the agenda for the future of the society.

Tadajewski and Brownlie's (2008)\textsuperscript{14} said that dismissal of social marketing on the grounds appears somewhat harsh. Perhaps a more reasonable description would be that currently there is a lack of literature concerning reflexivity in social marketing, rather than a complete lack of the aforementioned itself.

According to Sprag (2008)\textsuperscript{15} successful corporate social initiatives are believed to be an effective way to break through clutter, a major challenge all commercial marketers and advertisers are facing today. No wonder some say that if there is nothing distinctive about your brand of cell phone, then surely there is a cause you can identify with, which will raise your brand way above those of your competitors.

Gert Cornelissen et.al (2007)\textsuperscript{16}, in their paper, presented a procedure to apply the social labeling technique as a social marketing tool. Four studies indicate that communicating a social label, following an environmentally friendly behaviour that is not motivated by pro-environmental concerns, leads consumers to re-attribute that behavior as representing their own environmental concern. Subsequently, they are likely to act upon their resulting self-perception as an environmentally friendly person. Social labeling is very successful when cognitive resources are distracted, either at the moment of processing the label or at the moment of making decisions related to the content of the label.
Lister, et al., (2007)\textsuperscript{17} suggested that in the public sector, researchers describe the cost-effectiveness of social marketing campaigns in terms of social return on investment (SROI). This concept is much wider than ROI, as it includes numerous factors that benefit societies. One way to quantify the total SROI achieved by promoting healthy lifestyles is to measure the quality adjusted life years that society has saved because of marketing healthy lifestyles. Quality adjusted life years can translate into savings/benefits accrued to individuals and their families; public health expenditures; income to public services; income to employers; and the non-monetary price of values.

Gordon et.al (2007)\textsuperscript{18} discussed that criticism of conventional marketing is growing and well justified. However to be effective any critique should not just find fault with the current situation, but identify ways forward – it should offer solutions. It argues that social marketing does this by a) suggesting a socially beneficial use for marketing techniques and ideas and b) enabling the control and regulation of conventional marketing.

Tapp, A., & Spotswood, F. (2007)\textsuperscript{19} proved that the 4Ps of social marketing have been stretched beyond breaking point. Originally designed for social marketing mixes that contained products and prices, the social marketing 4Ps are no longer fit for purpose in an age where social marketing interventions are so wide ranging. There is an urgent need for a replacement – a model that helps social marketers with the process of choosing an appropriate intervention design to fit the particular behaviour change problem faced. Here, the authors proposed a model, the COM-SM framework, that connects social marketing programme types with the “capability, opportunity, motivation” model of behaviour.

NSMC – National Social Marketing Centre, (2007)\textsuperscript{20} Its report says that Social marketing is a relatively new field, seeking acceptance and an established domain within academia.
Establishing a literature on the topic of reflexivity in social marketing offers one among a number of avenues for disciplinary development. Furthermore, efforts to encourage reflexivity in social marketing are being made in relation to practice. 

Lazer and Kelley (2007)\(^{21}\) argued that while concerning the use of marketing principles and practices to engender social good, social marketing should also involve the examination of the impact of commercial marketing on society and help to address any ills caused by it. This perspective is less well defined and used within the social marketing field.

Stead et al (2007)\(^{22}\), represent one of the few systematic examinations of social marketing effectiveness and is based on a clear definition of “social marketing”. It highlights both social marketing’s potential to achieve change in different behavioural contexts and its ability to work at individual, environmental and wider policy levels.

Gordon et al. (2006)\(^{23}\) felt that the CATCH (Coordinated Approach To Child Health) programme demonstrates how using a systematic social marketing approach can promote positive behaviour change. Indeed, as social marketing has developed, attention has been focused on proving its effectiveness. Systematic reviews of social marketing interventions, effectiveness in substance misuse, nutrition and diet, and physical activity have demonstrated the utility of the approach.

Gordon, et al., (2006)\(^{24}\) analysed that Social marketing is not a single theory; rather, it is a marketing approach that draws together knowledge from fields such as psychology, sociology, anthropology, and communications to influence behaviours. Although the practice draws together a wide range of theories, at its core, social marketing is the application of commercial marketing principles to social issues. The \textit{product} they sell is healthy behaviour;
the *price* required is time and energy; the *place* is where alternative behaviours are advocated or practiced; and *promotion* represents outreach to target audiences.

Witkowski et al, *(2005)*25 says that critical discourse in relation to social marketing has tended to focus on social marketers defending the discipline from external criticism. Given the lack of acceptance for social marketing within the marketing discipline, and scepticism within the public health field in which it has mostly operated, it is unsurprising that scholars have been protective of social marketing and espoused its virtues with a missionary zeal.

Messerlian et al *(2004)*26 suggested that the growth of gambling problems among youth around the world is alarming. Researchers, clinicians, educators and the public have only begun to recognize the significance of this risky adolescent behaviour. With the continuous rise in gambling technology and the expansion of the gambling industry, more gambling opportunities exist today than ever before. The researchers were found and given the greater accessibility, availability, and promotion of gambling, more and more youth have become attracted to the perceived excitement, entertainment, and financial freedom associated with gambling. While Internet gambling is a recent phenomenon that remains to be explored, the potential for future problems among youth is high, especially among a generation of young people who have grown up with videogames, computers, and the Internet. Gambling problem has its impact on the health and well-being of children and youth.

Huhman, et al., *(2004)*27, opined that in practice, social marketing campaigns are rarely predicated on just the 4Ps marketing mix paradigm. They generally draw on a wide variety of behavioural influence theories. For example, the VERB Campaign, which aimed to motivate tweens (pre-teens) to be more physically active, drew on the following thinking: branding theory, message design theories, theory of planned behaviour, social cognitive theory, and
information processing theory. One systematic review of social marketing interventions demonstrated the application of social influence theory, cognitive or social learning theory, the transtheoretical model, community organization and participation models, media advocacy, and risk-based models.

Elizabeth Arnic et al. (2004) highlighted that the social marketing campaign has been expanded nationwide and is now reaching rural areas, making it possible to assess the impact of social marketing on a population with minimal exposure to the commercial sector. The marketing of multiple supplements have also expanded to Pakistan, Venezuela, Zambia, and India. Programmatic experience marketing a multiple supplement in Bolivia provides a number of lessons to be learned.

Almeida - Filho et al., (2004) conducted a study on the association between gender, race/ethnicity, and social class and prevalence of depressive disorders in an urban sample in Bahia, Brazil. Family SES and head of household's schooling and occupation were taken as components for a 4-level social class scale. Race/ethnicity (white, moreno, mulatto, black) was assessed with a combination of self-designation and a system of racial classification. The overall 12-month prevalence of depressive symptoms was 12%, with a female: male ratio of 2:1. Divorced/widowed persons showed the highest prevalence and single the lowest. There was a negative correlation with education: the ratio of college educated: illiterate was 4:1. This slope was stronger for women than men. There was no Female male difference in depression among Whites, upper-middle classes, college-educated, or illiterate. Prevalence ratios for single, widowed and Blacks were well above the overall pattern. Regarding race/ethnicity, higher prevalence of depression was concentrated in the Moreno and Mulatto subgroups. There was a consistent social class and gender interaction, along all race/ethnicity
strata. Three-way interaction analyses found strong gender effect among poor and working-class groups, for all race/ethnicity strata but Whites. Black poor yielded the strongest gender effect of all (up to nine-fold). They concluded that even in a highly unequal context such as Bahia, Blacks, Mulattos and women were protected from depression by placement into the local dominant classes; and that the social meaning of ethnic-gender-generation diversity varies with being unemployed or underemployed, poor or miserable, urban or rural, migrant or non-migrant.

**Social Marketing National Excellence Collaborative – SMNEC (2003)**\(^30\) suggests that social marketing can be used to enhance the effectiveness of efforts to protect and improve public health. The SMNEC undertook a review of case studies to demonstrate how key concepts of social marketing were applied. The case studies were assessed against audience segmentation, formative research, behaviour change, the marketing mix and its integration into design, competition and evaluation. Results of the reviews suggest that social marketing efforts were successful in achieving behavioural goals against HIV, food illness prevention, food safety amongst ethnic audiences, air quality interventions and sexual abuse intervention areas.

**Glenane et.al (2003)**\(^31\) opined that Social marketing emerged under the auspices of the extended concept. It is not surprising, therefore, that social marketers have tended to apply conventional marketing tools, albeit within a vastly different context. This article argues that social marketers, operating in an environment that is characterized by amplified market failure brought about by externalities, may be ill-equipped to foster change utilizing conventional marketing tools. The article proposed that social capital is a useful and
appropriate theory to supplement traditional notions of marketing to further enhance the field of social marketing.

According to **Apisit Chattananon (2003)**, societal marketing creates a positive attitude on Thai consumers towards a company implementing particular program which they care about. Additionally, specific demographic factors, educational level and marital status, depict their influence on those attitudes in relation to corporate image.

**Michael Kunze and Ursula Kunze (2003)**, said that vaccination can only be offered effectively to the general public by means of social marketing. Experience gained with tick-borne encephalitis (TBE) in Austria will be used to demonstrate the need and importance of this public health tool only. After realisation that mass vaccination would affect a decrease in the number of TBE cases. A nation-wide TBE vaccination programme was initiated in 1981. Since then there has been a dramatic decrease in the incidence of TBE. The annual TBE-vaccination campaign is by far the most visible of all public health programmes in Austria and has been instrumental in reaching the present vaccination rate of 86% in this country.

**Hastings and Saren (2003)**, argued that Critical dimension of social marketing has developed; debate has arisen as to how to define and conceptualise this activity. For some, the similarities and parallels between the critical side of social marketing and critical marketing appear a good fit. Critical social marketing activity and critical marketing have been used almost as interchangeable terminology.

**Messerlian, Derevensky, and Gupta (2003)** outlined four public health goals de-normalization, protection, prevention, and harm-reduction that taken together describe action needed to address problem of gambling in youth population. De-normalization, within the context of youth gambling, implies social de-normalization, where society begins to question
and assess underage gambling. Similar to the strategies used in tobacco prevention, de-normalization can include drawing attention to the marketing strategies employed by the gambling industry, influencing social norms and attitudes on youth gambling, challenging current myths and misconceptions of Internet gambling among youth and the general public, and promoting realistic and accurate knowledge about gambling. Governments, industry and the public have a responsibility to protect children and adolescents from potentially harmful activities. It is aimed to protect youth from exposure to gambling products and promotion through effective institutional policy, government legislation and through a reduction in the accessibility and availability of all forms of regulated gambling to underage youth.

Mullins, G., Kiley, M. (2002)\(^{36}\) in their study, clearly state that the example relates to the introduction of the Euro in France which occurred in 2002. A social marketing campaign was launched by the EU to ease the transition of the Euro by informing and improving people’s attitudes towards single currency in France which was ambivalent during the 1990s.

Coffman, (2002)\(^{37}\) in his research, says that for developing the campaign, campaign managers should “begin with the end in mind,” thinking about the desired result of the outreach, and then work backwards into the strategies and activities that will result in the desired outcome. In evaluation terminology, we talk about impacts, outcomes, and outputs, working backward from long-term results to short-term activities that need to be carried out to bring about those results. This is known as “front-end evaluation,” and it is critical to conducting a successful campaign.

Maignan and Ferrell (2001)\(^{38}\) argued that consumer evaluation of corporate societal image is affected by the interaction between consumer individual characteristics and features of corporate social responsibility communications.
Henry (2001) discovered that on the part of the audience is a measure of the importance of the issue for the audience. Sometimes salience and awareness can work in counterintuitive ways – people with high awareness may show the least increase in salience, but they may show it faster, whereas people with lower salience may show the greatest and most sustained amount of saliency increase, but slowly. Andreasen, (2001) stated that the social marketing is important to acknowledge these criticisms, and consider issues such as reflexivity, ethical concerns, and the identity and domain social marketing hold within the marketing paradigm. However, as the discipline has developed social marketers have responded to some of these issues, for example by addressing ethical concerns, Kotler (2000) doubted in his study that in the recent years, the emergence of world issues, such as environmental deterioration, resource shortages, explosive population growth, world hunger, poverty, and several social causes have challenged whether the current marketing concept is an appropriate philosophy for today’s businesses. Lefebvre,(2000) argued that the call to break with commercial marketing may be driven by social marketing’s intellectual roots. Social marketing is not a theory in itself but an eclectic field predicated on marketing, which is also an eclectic field. It may also be influenced by the common practice of designing interventions that draw on a wide variety of theories and behavioural change models, sometimes without social marketing’s central principle: exchange. This diversity is further complicated because there is little consensus on which theories are best suited to particular problems. Alcalay and Bell (2000) state that Social marketing on nutrition and physical activity interventions, found that, although social marketing had been effective in altering some
behaviours, its overall effects were limited. The successes of interventions have been limited; particularly in earlier social marketing campaigns. More attention should be paid to setting realistic, specific and measurable objectives. Social marketing concepts should become more central to campaign, which often mention this framework but do not integrate it throughout the campaign.

2.2 LITERATURE REVIEW RELATED TO THE HEALTH ORIENTED SOCIAL MARKETING

Kable et.al (2015) investigated a significant body of animal and human research which has documented the teratogenic effects of prenatal alcohol exposure (PAE). Neurobehavioral Disorder associated with PAE is proposed as a new clarifying term, intended to encompass the neurodevelopment and mental health symptoms associated with PAE. Defining this disorder is a necessary step to adequately characterize these symptoms and allow clinical assessment not possible of using existing physically-based diagnostic schemes. Without appropriate diagnostic guidelines, affected individuals are frequently misdiagnosed and treated inappropriately (often to their considerable detriment) by mental health, educational, and criminal justice systems. Three core areas of deficits are identified from the available research, including neuro cognitive, self-regulation, and adaptive functioning impairments that are discussed and information regarding associated features and disorders, prevalence, course, familial patterns, differential diagnosis, and treatment of the proposed disorder are also analysed.

Elizabeth N Allen, et.al (2014) analysed that there was a widespread reported use of traditional medicines in pregnancy in their study population, and, to a lesser extent, use of
over-the-counter medicines and alcohol. The qualitative findings suggest that the WHO registry methods could address some barriers to reporting these at the ANC (Antenatal clinic) as it gave women tools to help overcome problems with recall and naming of substances, and sometimes enhanced their relationship with ANC staff. Questioning techniques for women attending busy ANCs where registries are implemented should be explored to identify optimal approaches; especially for recording substances such as herbal concoctions where the detail of constituents may never be known.

Romero-Estudillo et al. (2014)\textsuperscript{46} stated that men and women engage in high-risk sexual practices and behaviours for very diverse reasons. It is necessary to consider these reasons in the design and implement some preventive measures. Concerning the motives for having sexual relations with casual partners, male participants considered opportunity and interest in knowing the other person to be more important than the female participants. Regarding condom use, the female subjects’ demand for condom use was a significant gender-based difference. In contrast to the young women, the male participants mostly are justified not using a condom because it lessened the sensitivity and reduced the pleasure.

According to Garcia-Carpintero et al. (2014)\textsuperscript{47}, barrier contraceptives (e.g. condoms) are more frequently used by males and adolescents, mainly at the beginning of sexual relations with a casual partner. Moreover, the fact that the condom is considered to be a male contraceptive signifies that men tend to use it more than women.

Chandrasekar.K and Balamurugan.M (2013)\textsuperscript{48}, discussed the social marketing practices that safeguard women in India. Every country conducts various awareness rally and campaign of women’s safety in the current situation. Role of social marketing to the women safety is a wonderful idea; they have described some important safety provisions. Nowadays
women get the awareness, knowledge of their health and safety. Social marketing is also contributing to the society for the societal and behavioural change.

**Harris et al. (2006)** focussed on the case of tobacco marketing which demonstrates that critical social marketing research can aid understanding of the effects commercial marketing can have on society, but can also be used to inform efforts to change policy and regulation for social good. Indeed the research has demonstrated that tobacco marketing ban has resulted in significant public health improvements in the UK.

**Isidore S. Obot and Robin Room (2005)** in their reports provide the much needed data on alcohol and gender from countries where such data are often not available. They also improve the understanding of the social and cultural influences that have increased or reduced gender differences in alcohol consumption and problems, and that have led some individuals (such as women with drinking problems) to depart from gender norms or stereotypes. In an era on increasingly global marketing of alcoholic beverages, the insights from these reports are important and timely.

The study conducted by **Rodriguez Carrion et al. (2012)** on sexual behaviours from a sample of 2,225 adolescents found that condoms were the most frequently used contraceptive followed by birth control pills. Of the sexually active participants, 2% used no contraceptive method, 4% used the withdrawal method, and 16.6% reported using the morning-after pill.

**Justine Kavle, Maxine Eber and Rebecka Lundgren (2012)**, in their research showed that social marketing is a proven private sector strategy to provide health-related products, including contraceptives. Pharmacies offer affordable, convenient, and rapid delivery of over-the-counter contraceptives directly to the consumer, providing wider availability and accessibility to family planning (FP) in sub-Saharan Africa.
Wendy Knerr (2011)\textsuperscript{53}, argued that Condom social marketing (CSM) has increased condom supplies, broadened commercial markets for condoms and introduced marketing innovations in developing countries. Yet rigorous and reliable evidence of the impact on condom usage and disease prevention is limited, as is evidence of the impact on equity of access to condoms for poor populations, women and people living with HIV. One strand of research on CSM reports mostly on output and market growth; but these have been found to be highly unreliable measures of condom usage. Another strand of research reports primarily on changes in sexual behaviour, attitude or condom usage, using survey data.

According to Sohail Agha and Dominique meekers (2005)\textsuperscript{54}, Contraceptive social marketing (CSM) programs have become a central focus of efforts to reduce the number of unwanted pregnancies. CSM programs showed that contraceptive marketing efforts could be launched quickly without investing in infrastructure, and demonstrated that they could result in substantial increases in contraceptive sales within months.

Procter and Gamble (2010)\textsuperscript{55} highlighted that campaign "Shiksha- Padhega India, Badhega India " started in 2005 in partnership with NGOs like Save the Children of India, Round Table India, Army Wives Welfare Association etc. is helping the deprived classes of the world. A part of its any product sold goes to the upliftment of deprived classes of developing countries. From its "Live Learn And Thrive" initiative it has improved the lives of more than 300 million children around the world. In India itself it has opened and supported schools in states like Himachal Pradesh, Pune, Ladakh. Some special schools like Sankalp run by Navy Wives Welfare Association for differently abled children, Whisper Transformation (Parivartan) program educate over 2 million adolescent girls annually for adopting hygienic practices for sanitary protection and not to miss the school, disaster relief programs run by it
wherever it is needed like Bihar, Gujarat, J&K etc. It provides daily essentials to help the
displaced people. Pampers and UNICEF are working to vaccinate women and children
around the world from maternal and neonatal tetanus. In short each of its products is helping
the people in some way.

**Brian Cugelman (2010)** in his study, meta-analysis demonstrate that online interventions
targeting voluntary behaviours can work. This suggests that it is feasible to deploy online
interventions that target individual-level behaviours that can be scaled to mass audiences,
translating into population level health benefits. Given the high reach and low cost of online
technologies, the stage may be set for social marketing practitioners to increase the
development of public health and environmental campaigns that blend mass-media outreach
with interpersonal engagement. For example, this means more public health campaigns that
do not just advocate quitting smoking, but offer personalized online support and guide people
through the process of quitting.

**WHO (2009)**, reported that the World Health Organization warns that tobacco use is one of
the world’s biggest public health threats, with over 1 billion smokers worldwide. Tobacco
use kills 5.4 million people every year, and if unimpeded, by 2030, tobacco-related deaths
will increase to over 8 million per year However, tobacco related-deaths and illness can be
prevented by individuals changing their behaviours. As an addictive drug, anti-tobacco
interventions may require a combination of legislation alongwith social marketing to
influence individuals’ smoking habits and wellbeing.

A report by **Department for Children, Schools and Families (2008)** clearly states that
access to contraceptive services is most problematic for people in disadvantaged
communities. There is a six fold difference in teenage conception and birth rates between the

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poorest areas in England and the most affluent. Less than 18 years conceptions can lead to socioeconomic deprivation, mental health difficulties and lower levels of education. In addition, resulting children are at greater risk of low educational attainment, emotional and behavioural problems, maltreatment or harm, and illness, accidents and injury.

**Douglas Evans .W (2008)**\(^59\) proved that social marketing has been successful in changing a wide range of health behaviours, especially in the domains of tobacco use, nutrition and physical activity, and HIV/AIDS. Social marketers have become increasingly adept at using commercial marketing strategies to craft competing messages and reduce the percentage of children and adolescents responding to commercial messages. In some cases, despite their relatively small budgets and slender resources, social marketers have been successful at taking market share away from the commercial sector.

**Stead, et al, (2007)**\(^60\) showed that majority of social marketing interventions had a positive impact on a range of issues: smoking prevention and cessation; alcohol prevention and harm minimisation; prevention of illicit drug use; psychological and physiological impacts of physical activity; and up-stream policy change. However, it was common for impacts to fade over time. Another systematic review from the same research group also showed positive results across a range of behaviours, including nutrition, physical activity, and substance misuse.

**Henry J. Kaiser Family (2007)**\(^61\) found that a foundation had been partnered with media giant Viacom to launch KNOW HIV/AIDS, a comprehensive public education campaign in the United States in 2003. The effort built on the existing partnership between the Kaiser Family Foundation and Black Entertainment Television (BET, whose parent company is Viacom), promoted HIV/AIDS prevention and awareness through the targeted Rap It Up
campaign beginning in 1998. The campaign reports that it has produced 131 rights-free (that is, non-copyrighted) messages, totaling a media value commitment of more than $600 million.

Ekundayo et al. (2006) argued that the individual and family factors have been hypothesized to influence adolescent sexual behavior, but the extent to which this is true for adolescents in Jamaica as a whole and for those in rural areas in particular, has not been well studied. The objective of this study was to identify individual and family factors associated with initiation of sexual activity before the age of 16 among rural adolescents in Jamaica. They analyzed data from 469 sexually experienced adolescents attending public high schools in the rural parish of Hanover. Multivariate logistic regression was used to predict independent influences of these factors. The mean age at sexual debut was 11 years for boys and 15 years for girls. Early adolescent sexual activity was associated with liberal attitudes about negative sexual outcomes (OR = 1.96, 95% CI = 1.34-2.87) and first sexual partner not being a steady boyfriend or girlfriend (OR = 4.19, 95% CI = 1.62-10.84). Female gender (OR = 0.16, 95% CI = 0.07-0.36) and older age at time of survey were protective (OR = 0.40, 95% CI = 0.32-0.52). Girls who were early starters were more likely to have been initiated by partners who were not steady boyfriends. They also reported liberal attitude towards negative sexual outcomes. Boys were mainly influenced by liberal attitude towards negative sexual outcomes. Being older was protective for both genders. Considering the high rates of HIV and adolescent pregnancy in this population, reproductive health programs that attempt to delay age at first sex should begin early in primary school before adolescents become sexually active.

Ehiri et al. (2006) suggested five studies involving 3,070 individuals to meet the criteria for inclusion in the meta-analysis. All interventions for promoting use of booster seats among 4 to 8 year olds demonstrated a positive effect (relative risk (RR) 1.43; 95% confidence intervals (CI) 1.05 to 1.96). Incentives combined with education demonstrated a beneficial
effect (RR 1.32, 95% CI 1.12 to 1.55; n = 1,898). Distribution of free booster seats combined with education also had a beneficial effect (RR 2.34; 95% CI 1.50 to 3.63; n = 380) as education did only interventions (RR 1.32; 95% CI 1.16 to 1.49; n = 563). One study which evaluated enforcement of booster seat law met the criteria for inclusion in the meta-analysis, but demonstrated no marked beneficial effect.

The first econometric study, similar to that of Saffer and Dave (2006), examined the link between alcohol advertising and adolescent alcohol consumption and found that reducing alcohol advertising can produce a modest decline in consumption, although effects may vary by race and gender, with black men more susceptible to effects.

Sekher T.V and Nazrul Islam Md (2006), who spoke in their pioneering paper on sanitation in India, attempted to explore the importance of sanitation and it’s linkage with health status, availability and utilization of sanitation facilities in India, programmes to improve its coverage and experiences in this direction and highlighting the challenges ahead for India by mainly utilizing all the available secondary data on sanitation. The authors observed a strong inverse correlation between access to urban water and sewerage connection on the one hand, and child mortality, on the other.

Wilson, (2005), said that alcohol which plays an important role as a social lubricant in many countries including the UK, is associated with various celebrations, business, social and sport functions, and is consumed in religious and cultural ceremonies, as well as festive and transitional rituals. Drinking alcohol serves as an expression of comradeship and solidarity, and it is widely used to facilitate social interaction and bonding.

Dominique Meekers et.al (2005), reported that recognizing the severity of reproductive health problems among young people in Cameroon, both governmental and nongovernmental
organizations have been implementing programs that seek to reduce these problems. In this study, they examined the reach of “100% Jeune,” a reproductive health social marketing program that targets young adults in Yaoundé and Douala through a multi-faceted mass media and interpersonal communication campaign and through youth-friendly distribution of subsidized Prudence Plus brand condoms.

Nassor Kikumbih et al (2005)⁶⁸, have shown how social marketing can contribute to increased coverage of a key public health intervention by influencing both demand and supply, leading to a new market equilibrium. Compared with the unassisted commercial sector, public health impact was higher, although at a higher cost. The model presented can also be used to understand the market consequences of social marketing of other public health products such as condoms. The study has also demonstrated the value of assessing public health impact by measuring coverage at the population level, and disaggregating by population group (demographic, socioeconomic), rather than through crude measures such as aggregate sales volumes, which obscures the degree to which public health targets are reached.

Welte et al (2004)⁶⁹ opined that some chronic effects of alcohol such as reduced income, increased expenditure on alcohol and alcohol-induced brain damage may not only increase gambling behaviour but also contribute to the severity of public problem.

Richards et al. (2004)⁷⁰, stated that similar requirements for a comprehensive evidence base are found in the area of alcohol marketing. The last decade has seen a 20% increase in alcohol consumption in the UK (ISD, 2004) and the recent research indicates that alcohol consumption amongst young women have risen steeply to a point where there is now almost complete convergence with young men’s alcohol consumption.
Crime and Society Foundation, (2004)\textsuperscript{71} analysed the Social problems associated with youth drinking. Approximately half of all 10-17 year olds who drink regularly have admitted to some sort of criminal activity or disorder. It is also estimated that alcohol is present in half of all crimes.

Casswell; Jernigan and O’Hara, (2004)\textsuperscript{72} argued that alcohol marketing is sophisticated, multi-faceted, and operates across an ever increasing range of channels: including advertising (television, radio, cinema, press), sponsorship, new media (web pages, mobile SMS, social networking sites, pop-ups, email), branding, product design and packaging, new product development, price promotions and other promotional activity, branded merchandising, product placement, point of sale, distribution and experiential marketing.

Sussman, (2003)\textsuperscript{73} highlighted that a Project towards No Drug Abuse found lower monthly smoking at 1-year follow-up for students who received the programme led by a health educator, compared with students who learned it through self instruction and control group students.

Norman Hearst and Sanny Chen, (2003)\textsuperscript{74}, said that Condoms are about 90% effective for preventing HIV transmission, and its use has grown rapidly in many countries. Condoms have produced substantial benefit in countries like Thailand, where both transmission and condom promotion are concentrated in commercial sex, but the public health benefit of condom promotion in settings with widespread heterosexual transmission remains unclear. But their Recommendations include more condom promotion for groups at high risk, more rigorous measurement of the impact of condom promotion, and more research on how best to integrate condom promotion with other prevention strategies.
Kotler, Roberto, and Lee (2002)\textsuperscript{75} proposed the following four types of behavioural influence: First, accepting a new behaviour, such as placing life vests on toddlers at the beach. Second, rejecting a potential behaviour, such as avoiding fertilizers with toxic chemicals. Third, modifying a current behaviour, such as drinking at least eight glasses of water per day. Fourth, abandoning an old behaviour, such as quitting smoking. Finally, there is a need to add maintenance, as many campaigns encourage audiences to resist change, as discussed previously, in the case of a campaign aiming to convince teens to continue not smoking.

MacAskill et al. (2002)\textsuperscript{76}, highlighted that learning from the social marketing research into tobacco marketing was also used to inform the development of social marketing interventions to change individual smoking behaviours. This demonstrates that a critical social marketing framework, can help advance knowledge and understanding, and contribute to the downstream and upstream social marketing domains.

Sida Cameroun (2002)\textsuperscript{77} in his research, has engaged in a large range of activities, such as clean water projects and assistance for drought victims. In 2001, CERAC (Council of Europe Radio Amateur Club) started an AIDS prevention campaign for youth. The program aims to sensitize youth through peer education and by providing them with notebooks and other materials that contain campaign messages.

Cuijpers, (2002)\textsuperscript{78} examined the medium-term impact (one to two years) on alcohol use, and four of these reported some significant effects. One of these was a trial of a three year school-based programme, which found a significant impact on daily alcohol use at immediate post-test and at two years after the start of the intervention. There was also a significant decrease in number of drinks consumed per occasion at both follow-ups.
Mac skill et al. (2002)\textsuperscript{79} said that the learning from the social marketing research into tobacco marketing was also used to inform the development of social marketing interventions to change individual smoking behaviours. This demonstrates that a critical social marketing framework, can help advance knowledge and understanding, and contribute to the downstream and upstream social marketing domains.

Planes et al. (2002)\textsuperscript{80} reported that the increased use of oral contraceptives has led to a corresponding decrease in the use of condoms. This suggests that young people, in particular, women, are more worried about avoiding pregnancy than about becoming infected with the human immunodeficiency virus (HIV) or contracting a sexually transmitted infection (STI). This indicates that young people believe that the main problem related to their sexuality is risk of pregnancy. Another explanation for the non-use of condoms could be the existence of a stable relationship.

Price, (2001)\textsuperscript{81} highlighted that recent review of the effectiveness of social marketing interventions designed to promote condom use among “poor and vulnerable” groups found that, although the programmes were struggling to reach the poorest groups, they had achieved some success in addressing social and regulatory constraints to access.

A family-focused intervention by Spoth et al., (2001)\textsuperscript{82}, targeting both parents and children, found lower alcohol use onset in the intervention group compared with the control group at both one and two year follow-ups; the increase in ‘ever use’ and ‘ever been drunk’ was lower in the intervention group than the control group at every follow-up upto 4 years, with increasing effect sizes, suggesting that the intervention intensified in impact overtime.

Mac Fadyen et al. (2001)\textsuperscript{83} analysed that there was a high level of awareness of and involvement in tobacco marketing among the 15–16 year olds sampled in the study: around
95% were aware of advertising and all were aware of some method of point of sale marketing. Awareness of and involvement in tobacco marketing were both significantly associated with being a smoker: for example, 30% (55/185) of smokers had received free gifts through coupons in cigarette packs, compared with 11% (21/199) of non-smokers (P<0.001). When other factors known to be linked with teenage smoking were held constant, awareness of coupon schemes, brand stretching, and tobacco marketing in general were all independently associated with current smoking status. Teenagers are aware of, and are participating in, many forms of tobacco marketing, and both awareness and participation are associated with current smoking status. This suggests that the current voluntary regulations designed to protect young people from smoking are not working, and that statutory regulations are required.

Casterline and Sinding (2000)\textsuperscript{84} said that If a woman wishes to postpone or avoid childbearing and is not using contraception (including use by her partners), she is said to have an unmet need for contraception. The most commonly reported reasons for unmet need are lack of knowledge, health concerns, and social disapproval.

Biglan, (2000)\textsuperscript{85} highlighted the four of the short-term effective interventions were multi-component community programmes. For example, Project SixTeen , designed to reduce both illegal sales of tobacco and youth tobacco use, was associated with lower smoking prevalence (smoking in the past week) at one-year follow-up.

Cameroon (2000)\textsuperscript{86}, mentioned that several other reproductive health programs are implemented by both governmental and nongovernmental organizations, and these programs have varying degrees of coverage in Yaoundé and Douala. For example, the Ministry of Public Health, Ministry of Education, Red Cross, the Cameroonian Association for Family
Welfare (CAMNAFAW), and the women’s association Cercle des Amis du Cameroun (CERAC) all have active adolescent reproductive health programs. However, many of these programs have limited reach.

Hooke et al. (2000) identified gender-related differences regarding the avoidance of pregnancy to explain the fact that females assumed greater responsibility for birth control than males. Other factors that influenced high-risk sexual practices (non-use of condom and casual partners) included the existence of physical attraction or of an affective relationship. Also mentioned were the level of sexual excitement during relations and the consumption of stimulants such as alcohol or drugs.

2.3 LITERATURE REVIEW RELATED TO THE SOCIAL DEVELOPMENT THROUGH SOCIAL MARKETING

Kirsten Robertson and Jessica Davidson (2013), highlighted that if social marketers avoid targeting behaviors that challenge predominant beliefs and focus on behaviours that conform to predominant beliefs they will ultimately sustain sex-role stereotypes thereby raising another ethical dilemma. Considerations of such ethical issues are imperative for the field to progress professionally. Although affective attitudes varied as a function of stereotype content, affective attitudes towards the advertisements were overall more likely to be negative (i.e., towards the negative end of the scale) than positive, thus raising an important empirical question.

Johnston, Muir and Howard, 2013, suggested four successive ways of thinking about road accidents and their causes: starting with viewing accidents as an inevitable event, then focusing on driver error, increasing blame of the industry, and ending with a holistic road
safety approach which strives to accommodate human error, make roads safer, build safer vehicles, and enforce legislation that promotes safety.

Ward et al. (2012)\textsuperscript{90} analysed the sustainable water management (SWM) in UK. Periods of alternating drought and flooding have brought water management issues to the fore of UK media coverage and policy development. Unchallenged reliance on the historic legacy of piped infrastructure is declining, as its resilience and adaptability in the face of climate change become increasingly questioned. Despite its prevalence in other countries and a recent surge in sales, rainwater harvesting (RWH) has yet to transition from niche to mainstream in the UK. It provides an overview of the development of a strategic framework for enabling RWH to transition from novel to mainstream, informed by a number of evidence based and devised using insight gained through the application of a number of theories. Identified strategic areas for action include (i) Technical Relevance (product development); (ii) Social Receptivity (capacity building) and (ii) Institutional Commitment (support services).

Kanupriya Gupta and Rohini Somanathan (2011)\textsuperscript{91}, proved that plastic waste is a pressing issue, especially in big cities of India like Delhi. With the problem aggravating day by day, the government of Delhi in January 2009 ordered a complete ban on the use of all plastic bags within market areas. The ineffectiveness of a stringent policy such as a ban prompted us to look at more incentive-compatible policies for both consumers and retailers. They aimed at knowing whether there could be other polices instead of a ban or supplement the ban, in limiting plastic bag use. Towards this, they studied the feasibility and effectiveness of alternative policies in regulating plastic bag use in Delhi. Their findings on changes in plastic
bag usage due to alternative policy interventions would be strengthened by a proper cost-benefit analysis of the reduction in plastic bag consumption, which requires estimating the social cost of plastic bag consumption and the actual costs of alternative instruments. This is undoubtedly a fertile ground for future research.

White, I. (2010)\(^{92}\) studied the household adoption of rainwater harvesting (RH) systems recently boomed in Australian urban centres. As a sustainable supplement to the main supply, water authorities regarded RH as a demand management device. Yet what actually motivated household RH adoption was not well understood. Burawoy's ‘extended case method’ was used to link grounded enquiry with 13 core theoretical concepts drawn from an original synthesis of ecological modernisation and diffusion of innovation theories. This framework means the household experience extends ideas drawn from existing theory to explore issues that influence the household RH adoption decision. The framework was interrogated with data drawn from a self-report survey of 560 homes. It accommodated 100% of the RH adoption issues identified by households. Further staged quantitative and qualitative analyses particularized these core concepts out to 36 discrete ‘subfactors’ which were used in discriminant function analyses. 17 subfactors contribute to a discriminant function grouping 89.2% of households to the correct ‘adopter’ or ‘nonadopter’ category \((p<0.000)\). The model provides a transparent, robust, empirical basis for understanding the issues that influence household RH adoption and can be applied to social marketing aimed at facilitating further penetration of household RH.

Clapp and Swanston (2009)\(^{93}\), highlighted the use of plastic bags in retailing became widespread in supermarkets in the United States during the late 1970s. They spread to
Europe in the following decade and to developing countries in the 1990s. Conservative estimates suggest that, today, people use between 500 billion to 1 trillion plastic bags worldwide and about a million every minute.

Rachel Abramson (2008)\textsuperscript{94}, suggested that Plastic packaging purchases by the individual consumer have increased four times faster than plastic recycling by the consumer. Using recycled plastic to manufacture new plastic products can reduce the energy needed for production by about 80%. In order to increase plastic recycling, current environmental attitudes and recycling awareness must be considered as obstacles. This study analyzed the differences in awareness of plastic recycling between students living in residence halls and students in cooperative housing at UC Berkeley, with the hypothesis that students who live in cooperative housing have a higher awareness than students living in residence halls.

McMillan, L. (2007)\textsuperscript{95} in his study examined how feminists have responded to gender violence, how they have sought to organise their response, their achievements and the conditions that have influenced their ability to facilitate change. Placing debates within an international context, McMillan explores whether different states generate different types of collective action, how anti-violence movements negotiate their dual roles as service providers and campaigners for change, whether state funding for service provision compromises the political aspects of anti-violence work, and how far state funding compromises the work of the movement. Through a critical appraisal of the movement, this study will inform future strategy for those organizing against violence.
Convery and et.al (2007)\(^9\) proved on the effectiveness of policies mixed. While plastic bag retail levies in Ireland have resulted in a dramatic fall in the demand for plastic bags, and an environmental levy at the point of manufacturing in Denmark has similarly effective, experiences with complete ban yield mixed results. While a complete ban on the use of plastic bags in San Francisco and in the Indian state of Himachal Pradesh have been largely effective, it seems not to have worked in the case of Bangladesh, particularly in the long run.

Lewis, I., Watson, B., & Tay, R. (2007)\(^9\) in their article said that threatening advertisements have been widely used in the social marketing of road safety. However, despite their popularity and over five decades of research into the fear-persuasion relationship, an unequivocal answer regarding their effectiveness remains unachieved. More contemporary “fear appeal” research has explored the extent to which other variables moderate this relationship. In this study, the third-person effect was examined to explore its association with the extent male and female drivers reported intentions to adopt the recommendations of two road safety advertisements depicting high physical threats. Drivers (\(N = 152\)) first provided responses on pre-exposure future driving intentions, subsequently viewed two advertisements, one anti-speeding and one anti-drink driving, followed by measurement of their perceptions and post-manipulation intentions. The latter measure, post-manipulation intentions, was taken as the level of message acceptance for each advertisement. Results indicated a significant gender difference with females reporting reverse third-person effects (i.e., the messages would have more influence on themselves than others) and males reporting classic third-person effects (i.e., the messages would have more influence on others than themselves). Consistent with such third-person effects, females reported greater intention not to speed and not to drink and drive after being exposed to the
advertisements than males. To determine the extent to which that third-person differential perceptions contributed to explaining variance in post-manipulation intentions, hierarchical regressions were conducted. These regressions revealed that third-person scores significantly and contributed to the variance explained in post-manipulation intentions, beyond the contribution of other factors including demographic characteristics, pre-exposure intentions and past behaviour. The theoretical and applied implications of the results are discussed.

Sokoloff, N. J., & Dupont, I. (2005) provided a comprehensive review of the emerging domestic violence literature using a race, class, gender, sexual orientation intersectional analysis and structural framework fostered by women of color and their allies to understand the experiences and contexts of domestic violence for marginalized women in U.S. society. The first half of the article lays out a series of challenges that an intersectional analysis grounded in a structural framework provides for understanding the role of culture in domestic violence. The second half of the article points to major contributions of such an approach to feminist methods and practices in working with battered women on the margins of society.

According to Alcalay & Bell (2000) in family planning reviews, social marketing is often taken to mean, primarily, free distribution of condoms. In others, social marketing is misconstrued as simply social advertising or communications.

According to Gharibeh, M., & Hoeman, S. (2003) child labor has become a main concern of developing countries. The literature related to child labor discusses the causes and socioeconomic factors contributing to child labor but a few studies examined the risks for physical, emotional, and sexual abuse among child labourers. Findings revealed that children who were engaged in child labor were poor and dropped out of school to assist their families
financially. It also showed that children were exposed to health hazards such as inhaling chemicals and physical injuries. Physical, verbal, and sexual abuses were also present among these children. The findings from that study concluded that child labor creates an unhealthy environment for socially disadvantaged children. Health professionals, including pediatric and community health care providers, have an instrumental role that needs to be focused on protecting children, enforcing policies, and implementing strategies to help socially and economically disadvantaged children.

Subramanian (2000) highlighted that there are significant expenses in plastic recycling programs, but the weight of the evidence suggests that plastic recycling has important economic benefits. In the past, there was little market demand for recycled plastic since virgin plastic, plastic containing no recycled material, was priced so low. Also, plastic recycling is expensive since standard collection and processing costs are more than twice as high as scrap values. Since plastic must be largely homogeneous to recycle, and manufacturers and recyclers face large sorting costs.

RESEARCH GAP

The above research studies have been conducted in foreign countries about the social marketing practices or activities. Only few studies have been done in India. But, no one has made the research on activities related to health and society in a research title. The researcher finds a gap in the social marketing impact in Sivaganga district. Hence, he has undertaken the present study to bridge the gap between the present and the past studies.
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