Effective Social Marketing Strategies forSocial Changes

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Abstract. Social marketing aims for social change. However social marketing often has ineffective and unmeasurable results. The purpose of this research is to understand why many social marketing campaigns produce poor results dan unmeasurable. This research also proposes social marketingstrategies to improve the program outcomes. The methodology is the literature review of previousarticles and social marketing programs. The literature review was carried out on articles that were published from 2010 to 2023. The results obtained include social marketers trapped in con-ventional marketing principles so that the programs carried out are like marketing commercial products. In fact, to change social behavior and solve social problems, social campaigners need to understand the root of the problem they are facing. Besides that, the involvement of change agents and involving local culture. The outcomes of social marketing can be improved if the social marketer identifies upstream causes of social problems and find ways to reduce their harm-ful effects. This research describes the limitations of social marketing strategies as well as pro- poses ways to remove these limitations and improve the ability to improve social welfare.

Keywords: Social marketing, Social theories, Marketing Strategy, Social change

1   Introduction

A social problem can be defined as an issue or condition that affects a significant number of individuals or societies, and it requires collective action or intervention to address it. Social problems can have various causes and effects, and they often arise from inequalities, injustices, or systemic issues within a society. [1]. Among the effects of social problems are: [2]

Inequality. Social issues like economic inequality, educational differences, or unequal access to resources and opportunities can cause or exacerbate already exist- ing inequalities in a society.

Marginalize. Due to social issues, some groups or individuals may be marginalizedor excluded from participation in social, economic, or political life. This results in social exclusion and discrimination.

Conflict. As a result of opposing interests or varying degrees of disadvantage, dis- tinct groups may encounter social difficulties that cause social unrest, disputes, or ten-sions within a society.

Wellness and good health. Individuals' and communities' physical and emotional health may be negatively impacted by social problems. Poor health outcomes can be influenced by a variety of factors, such as poverty, homelessness, and access to healthcare.

Economic costs. Individuals, communities, and society may incur financial costs asa result of social issues. For instance, criminality and drug misuse can result in higher medical costs, decreased production, and a burden on social services.

Social marketing or social campaigns can be an effective way to address social issues. The use of marketing ideas and practices to persuade a target audience to voluntarily accept, reject, change, or abandon a behavior for the benefit of people, groups, or society is known as social marketing. Here are some instances of social marketing methods used to address social issues: Recycling efforts, as well as health promotion and education. Social marketing can be used to influence a target audience's opinions and behavior. It has the potential to be an effective method of addressing societal problems by persuading people to freely adopt behaviors that benefit individuals, groups, or society.

Research on the obesity campaign at Brazel states that the Intervention was successful in effecting systemic change by targeting a multi-level audience triggering active participation and interaction across multiple sectors at the macro, meso, and micro levels; encouraging positive behaviors related to physical activity and healthy eating; and use complements. various intervention tools including events, mass media and digital social media [3]

Other research explains that most of the interventions give positive results. This underpins social marketing's success in addressing the UN's sustainable development goals in context. Low and Middle-Income Countries (LMICs) context. None of the social marketing interventions uses the eight benchmark criteria, namely behavioral objectives, customer orientation, theory, insight, exchange, competition, segmentation and methods mix. The study found that there are limitations to the use of the insight, competition and segmentation principles followed in social marketing interventions in LMICs. [4]

However social marketing often has ineffective and unmeasurable results. Here are some an ineffective social campaign:

Breakthesilence Campaign. In the Netherlands, an internet campaign called "geno-eggezwegen" (breakthesilence) encouraged women to share their unpleasant and traumatic maternity care experiences. A qualitative social media content analysis, on the other hand, discovered that the campaign was ineffectual in addressing the issue of

disrespect and maltreatment during labor and birth. [5]

Dementia Causes Pain Social Media Campaign. The "SeePainMoreClearly" social media campaign intended to raise awareness about pain in dementia. Although the campaign featured a large number of posts regarding pain in dementia during the campaign period, it is unclear whether the effort resulted in timely and broad improvements in healthcare practice. [6].

The purpose for this research is to understand why many social marketing campaigns produce poor results dan unmeasurable.

2   Literature Review

2.1   Social Marketing

Over the last few decades, social marketing has become a marketing discipline that is considered to contribute to social progress and benefit society. Social marketing is one of the implementations of marketing principles and techniques that have the aim of persuading and changing people's behavior and having a beneficial social impact. [7]

Fundamental differences in general marketing (commercial) marketing and social marketing lie in their purpose. Social marketers seek to influence purchase decisions for financial gain. Social marketers seek to influence purchase decisions to gain financial advantage. Meanwhile, social marketers try to influence behavior for the good of the community or society at large.

In marketing, we know the term 4P namely Product, Price (price), Place (place), and Promotion. In social marketing, these elements are added with 3P, namely Personnel, Process and Presentation. Seymore then added Producer, Purchaser and Probing aspects The combination of these elements determines the success of social marketing. [8]

Fig 1. Elements Kotler Social Marketing

Social marketers often ignore the 3Ps and still focus on the 4Ps. Why are the 3P's so important? The following is an explanation regarding the 3Ps:

a.   **Personnel** are parties who become spokespersons/who convey social productsto

targets
b. **Presentation**, social marketers must be able to explain and show clearly and completely the social products offered so that target adopters are interested and receptive. The ability to present is very important to convince the target.
c. **Process**, social marketers need to describe in detail the steps that must be taken by the target so that it is easy for them to adopt the social products offered.

In contrast to general marketing where the products sold are goods or services, social marketing offers products in the form of ideas that are useful and given. The consumers are known as target adopters or individuals/groups targeted to adapt the ideas presented.

Social Marketing Educational Products. According to Kotler in Wahyuni Pudjiastuti [8] in social marketing there are 3 types ofproducts namely ideas, practices and real products**.**

IDEA	practice	Tangible Object
• Belief • attitude • Value	• act • Behavior	• Props • Facility • System

Fig 2. Social Marketing Products.

1. **Belief**
The perception that does not contain an evaluation and judgment.
2. **Attitude**
    Determining positive or negative judgments about something (ideas,thoughts, people or events).
3. **Value**
    Beliefs and thoughts about what is wrong and what is right about something
4. **Practice**
    Social products of this type can be in the form of a single action or an established behavior (behavior).
5. **Tangible Objects**
    Tangible tools or products used to carry out social practices or physical products that accompany social marketing.

3   Methodology

This research use literature review as a method. The methodology is literature review from previous articles and social marketing program. Literature review was carried out on articles that were published in 2010 to 2023. A literature review is a research strategy that entails examining and synthesizing previous research on a certain issue. [9]. It is a critical review of literature that identifies knowledge gaps and directs future research directions. [10]

As a research methodology, literature reviews have the following salient features: [11]

- A literature review's goal is to **compile and synthesize** the body of knowledge that already exists on a particular subject. It can be used to fill research gaps, consolidate findings, or provide a historical perspective of a subject.
- **Data sources**: Academic journals, books, reports, and internet databases are all examples of data sources that can be used in literature reviews. The data sources used are determined by the research question and the extent of the review.
- **Analysis**: Literature reviews entail assessing and synthesizing previous research in order to find patterns, themes, and knowledge gaps. This can include analyzing data using statistical approaches or text using qualitative methods.
- **limits:** There are certain limits to literature reviews, such as the possibility of bias in the selection of studies and the quality of the studies included. It is critical to be open about the review's limits and to acknowledge any potential biases.

4   Result & Discussion

Social marketing is a tactic that encourages behavior modification for the greater good. It entails using marketing strategies and tactics to persuade and motivate people to develop good habits or give up bad ones. The following are some crucial factors to consider when using social marketing to change behavior: [12]

1. **Determine the desired behavior:** The precise behavior that you want to change must be stated clearly. For example involve recycling, conserving water,giving up smoking, or engaging in any other action that supports your social objectives.
2. **Recognize the intended audience:** Conduct research to learn more about thetarget audience's opinions, convictions, drives, and obstacles. This will allow you to successfully adjust your messaging and interventions to appeal to them.
3. **Create a complete strategy:** Create a strategic plan outlining your social marketing campaign's objectives, target audience, messaging, channels, and techniques. Consider using behavior change models to guide your approach, such as the Motivation, Opportunity, and Ability (MOA) model.
4. **Create persuading messaging**: Create messages that are persuasive, address any obstacles or misunderstandings, and highlight the advantages of adopting the desired behavior. Use storytelling, emotional appeals, and social conventions to sway people's behavior. [13]
5. **Use a variety of channels:** Use a variety of methods to connect with and engage the target audience. This might encompass social media, traditional media, neighborhood gatherings, collaborations with groups or influencers, and direct routes of contact.
6. **Leverage social norms:** To harness the power of social influence, incorpo- rate social norms into your messaging. Individuals may be inspired to adoptthe desired behavior by seeing it being practiced by others.
7. **Offer incentives and rewards:** If you want to influence behavior, think about providing incentives or rewards. This could take the shape of special offers, gifts, accolades, or other observable advantages that encourage the desired behavior. [14]

8. **Evaluate and adjust**: Keep track of and assess the success of the social mar-keting effort. Gather information on the effects of behavior change, evaluate the effectiveness of your efforts, and adjust as necessary to improve out-comes.

Social marketing is a contradiction in that it is founded on core marketing ideas anda proven behavior modification approach, yet it is also distinct from traditional mar-keting in that it seeks to create social good rather than economic gain. [15]
Social marketing is more than just putting up posters to raise awareness of a problem;it is a paradigm shift in how you approach and conduct your program or organization[16]

Social marketing strategies could have unmeasurable outcomes and unsatisfactory results for a number of reasons. Based on the search results, the following are some potential causes: [17] 1) **Limited formative research:** formative research is the process of learning about the target audience, their actions, attitudes, and beliefs, aswell as the obstacles and enablers to the intended behavior change. Social marketing strategies may not successfully address the requirements and preferences of the tar-get audience without doing exhaustive formative research. 2) **Insufficient applica-tion of social marketing principles:** Social marketing is a field of study that uses marketing principles and methods to advance social benefit. It entails developing and putting into practice behavior modification interventions using the "4 Ps" of marketing (product, price, location, and promotion). The campaign may not success- fully address the requirements and preferences of the target audience if social mar- keting concepts are not correctly implemented, or it may not be delivered through the right channels. **3) Insufficient application of social marketing principles:** So-cial marketing is a field of study that uses marketing principles and methods to ad- vance social benefit. It entails developing and putting into practice behavior modifi-cation interventions using the "4 Ps" of marketing (product, price, location, and pro-motion). The campaign may not successfully address the requirements and prefer- ences of the target audience if social marketing concepts are not correctly imple- mented, or it may not be delivered through the right channels. **4) Lack of resources:** For social marketing campaigns to be successful, funds, personnel, and time are all necessary. If resources are scarce, the campaign might not be able to influence the desired behavior change or reach the target population. 5) **Poorly designed mes- sages:** Campaigns for social marketing must have a clear message. If the message isnot convincing, pertinent, and clear, it may not effectively influence the target audi-ence to act or communicate the desired behavior change. 6) **Failure to evaluate:** Evaluation is the process of determining the effectiveness of a social marketing ef- fort in attaining its objectives. It is difficult to know whether the campaign resulted in the desired behavior change without thorough evaluation. Evaluation also provides insights into the campaign's strengths and faults, which may be used toguide future campaigns.

In essence, social marketing is a process that uses marketing principles and tactics to produce, promote, and offer value to a target audience in order to encourage them to adopt or sustain a behavior, idea, or attitude. It is built on the same principles as com-

mercial product sales, but its goal is to generate social good rather than financial gain. Social marketing initiatives must be created with a thorough grasp of the target audience's needs, desires, and motivations. [18]

5   Conclusions

The results obtained include social marketers trapped in conventional marketing principles so that the programs carried out are like marketing commercial products. In fact, to change social behavior and solve social problems, social campaigners need to understand the root of the problem they are facing. Besides that, the involvement of change agents and involving local culture. The outcomes of social marketing can be improved if the social marketer identifies upstream causes of social problems and find ways to reduce their harmful effects. This research describes the limitations of social marketing strategies as well as proposes ways to remove these limitations and improve the ability to improve social welfare.

In conclusion, social marketing efforts may create poor and unmeasurable results owing to a lack of formative research, insufficient application of social marketing principles, a lack of resources, poor message design, and a lack of evaluation. To improve the effectiveness of social marketing campaigns, thorough formative research must be conducted, social marketing principles must be applied, enough resources must be allocated, effective messages must be designed, and the campaign's effectiveness must be evaluated.

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