Preface

Social Marketing is the use of marketing principles and techniques to advance a social cause, idea, or behaviour. It is not what too many companies are doing today – using social causes to promote products. It is an extremely powerful set of concepts and tools that can accomplish much to relieve the pain and suffering of populations around the world and to address social problems that have their roots in undesirable behaviors. Social marketing is really a broader, systematic approach to developing strategies to define acceptable concepts, behaviours, or products, to promote them, and in the case of products and services, to distribute and price them for the market. A complete social marketing strategy not only develops and promotes a good “product” or “service” but also achieves and maintains political support and trains and motivates program implementers. Given its strategic role, the selected chapters examine and develop a critical understanding of the processes involved in building and managing the business for gaining long-term sustainable competitive advantage with an ultimate purpose to address social issues mainly through attempting to change behaviour in ways that benefit society.

The book provides an insight into the world of Social Marketing to advance a social cause, idea, or behaviour through fifteen chapters divided in to four sections.

In section one, “Social Marketing and Dynamics of Change,” the first chapter discusses if there is an identity crisis between marketing and social marketing. Is it a business activity or is it ultimately all about managing the social order and influencing the behavioural changes in societies. The second chapter on “Addressing Healthcare On-Line Demand and Supply Relating to Mental Illness” highlights the influence of social networks in directing and shaping the supply of and demand for healthcare services – specifically systems and therapies for the treatment and rehabilitation of mental disorders. Finally, the third chapter, “Millennium Development Goals: How Can Creative Capitalism Provide Solutions?” explores the current needs in each of the eight Millennium Development Goals. It is suggested that businesses are in a unique position to help achieve the development goals while strengthening their market base and behaving in a socially responsible and responsive manner.
In section two, “Dynamics of Competitive Sustainable Advantage,” the first chapter on “Applying Social Marketing to Healthcare: Challenges and Opportunities” examines the ways in which social marketing can help to promote health care attitudes. Exploring key concepts, the study focuses on the application of social marketing theory and principles of healthcare. While the second chapter on “Dynamics of Competitive Sustainable Advantage: A Case of Patagonia Shared Value and Corporate Social Responsibility” discusses that the paradigm of shared value begins with the experiences made in the field of sustainability by individual companies who extend them systematically. Through the creation of both social and economic value, companies can achieve the goal of shared value. The third chapter titled “Place Branding and European Capitals: ‘City Visiting Cards’ via Municipal Websites, Virtual Tours of Significant Places with Google Earth, and Conversational Exchanges via Social Networks” explains the most realistic, most competitive, and most compelling strategic vision for the country, region, or city. Further, the fourth chapter on “Increasing the Relevance of Masti Condoms for Consumers” discusses empowering the people to lead healthy lives by addressing priority public health challenges using social marketing, social franchising, and behaviour change communication techniques.

In section three, “Social Marketing and Social Networks,” the first chapter on “A Social Network Strategy for the Social Marketing of Online Courses and Learning Resources in Higher Education” makes the case that network science may be applied to marketing online courses in higher education to reach target learners. This focuses on some real-world instructional design cases and the marketing strategies used. These cases are then analysed using a social network strategy. Similarly, the second chapter on “Strong Value Proposition through Social Media Tools: A Case of American Express” discusses that the usefulness, sustainability, and reliability of social media tools in the context of brand imaging of American Express. The chapter concludes that social media tools do impact the brand building exercise of an organisation to offer strong value proposition so as to remain young, meaningful, and contemporary. Finally, the third chapter on “Using Social Marketing to Encourage the Purchase of Fuel-Efficient Vehicles” explores the consumer dynamics behind the purchase of fuel-efficient vehicles and alternative fuel-efficient vehicles and suggests that an effective social marketing strategy can be developed.

In section four, “Dynamics of Consumer Perceptions,” the first chapter on “Employing Consumer Perception Insights to Address Dissonance and Increase Product Acceptance: Freedom5 Case Study” presents the use of an integrated communication strategy that included the recognition of individual and collective effectiveness of both interpersonal and mass media channels to overcome dissonance and increase product acceptance. Further, the second chapter on “Should I Recycle or Not? Effects of Attitude Strength and Social Pressure” discusses that pro-environmental
attitudes do not always result in environmentally friendly behaviour. It examines and elaborates attitudinal, situational, and personal variables that have been shown to affect influencing recycling behaviours. The third chapter on “Impact of Corporate Communication on Consumer Behaviour” explores new modes of communication based on the values and the identity of the company to develop visibility both internally and externally and to present a uniform and coherent brand image. The results show a clear influence of such communication on consumer behavior. Similarly, the fourth chapter on “How Advertising Beauty Influences Children’s Self-Perception and Behavior” investigates whether the physical attractiveness stereotype applies and whether children’s self-perception and buying intentions are influenced by the attractiveness of an advertising model. Results of an experimental study confirm the presence of the “what is beautiful is good” stereotype in children. Finally, the fifth chapter on “Cause-Related Marketing: Consumer Perceptions of Philanthropic Activity” presents consumer evaluations along with the issues and challenges of cause-related marketing. The chapter concludes that for all businesses there is need to be more socially responsible rather than just being customer responsible.

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