

**Social Innovation in Industry 4.0**  
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**Lecture 49**  
**Introduction to Social Marketing (Part 1 of 2)**

Welcome, to the next lecture on Introduction to Social Marketing.

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**Contents**

- Introduction
- History of social marketing
- Theoretical Frameworks for Social Marketing
- The four P's of Social Marketing
- Process of social marketing innovation in Industry 4.0



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In this lecture, we will try to cover the Introduction, then History of Social Marketing, Theoretical Framework for Social Marketing, Four P's of Social Marketing, Process of Social Marketing. Social Marketing is a big challenge as compared to normal marketing, because here, you will try to hit at below the permit or bottom of the permit you will try to hit those people. So, there can be people illiterate, there can be people who are within the social inclusiveness. So, you have to understand and you have to make a marketing strategy for them. Following the same thing, what is used in the normal FMCG products cannot be taken here.

You might have to use audio dominating, you might have to use color dominating, you might have to use picture dominating. You cannot cut and paste a technology, what is there in the developed countries in this segment for marketing and advertisements. So, that is what is the prime focus here. We develop a product or we innovate a product, we scale it up, we produce in plenty, but now there are two things you have to reach out to people. So, where marketing plays a very important role.

## Introduction

Social Marketing is the application of marketing principles and techniques to promote behavior change for the greater social good, it aims to

- Address societal issues
- Improve the well-being of
  - Individuals
  - Communities

It is a sensible method for influencing behavior durably and cost-effectively, combining principles from

- Commercial marketing
- Social Sciences.

IMAGE SOURCE: <https://www.healthconnecto.com/social-marketing>

Social Marketing is the application of marketing principles and techniques to promote behavior change for the greater social good. It aims to address social or societal issues and it tries to improve the well-being of individuals and communities. It tries to promote behavior change for the greater social good, a very important word. So, Social Marketing tries to have two things one is it promotes, it focuses on, it promotes positive social transformation, it focuses on individualizing positive action rather than selling products.

For example, sending girl children to school, trying to maintain or check your health during family time, promoting best feeding, trying to have a safe child care birth, all these things are transformation. Trying to keep the society clean, trying to remove the water stagnated around your house, trying to promote drinking hot water, washing your hands to avoid water bound diseases, all these things are positive social transformations. Any small effort you put here will have a social impact. It is a sensible method for individualizing behavior durably and cost effectively combining principles from commercial marketing and social sciences, very, very important. Commercial marketing is a completely different ball game. The jingle plays a very important role here, the star plays a very important role here, of course, here also in Social Marketing, but still there it is playing much more effect.

Social sciences have to be incorporated or integrated into the marketing here. We should have a basic understanding. Trying to have a logo which is very colorful and which communicates only to educated person will not be evaluated to be a success here.

## How Social Marketing is Different?



Social marketing differs from traditional marketing in several key ways.

Key Distinctions between Social Marketing and Commercial Marketing:

- Purpose:
  - Commercial Marketing: Profits from product promotion.
  - Social Marketing: Aims for positive societal outcomes.
- Target Audience:
  - Commercial Marketing: Focuses on consumers' desires.
  - Social Marketing: Targets behavior change for social impact.
- Desired Outcome:
  - Commercial Marketing: Increases product consumption.
  - Social Marketing: Improves health, environment, or well-being.

So, Social Marketing differs from traditional marketing in several key ways. The key distinction between Social Marketing and commercial marketing is purpose. Commercial marketing is more focused towards profit from product promotion.

When we talk about Social Marketing, it aims for a positive societal outcome. Education has become a primary cause for changing human behavior which tries to promote well-being, which tries to promote inclusive society, it tries to promote gender acceptance, it tries to give a feeling that you and I are equal, it tries to promote team building, it tries to dismantle hierarchy in the society. It tries to promote non-favoritism. So, all these things are positive societal outcomes. Target audience, when we keep commercial marketing, it focuses on consumers desire.

There is a need, it might be pushed, or it might be pulled from the customer. The second thing is Social Marketing. It is a very important role here. It is a very important role here. The second thing is Social Marketing targets behavioral change for social impact. Desired outcome commercial marketing can increase product consumption, but Social Marketing improves health, environment and well-being.

More and more sales of products means more and more packaging material. Dispersing this packaging material is a problem that commercial marketing is not bothered about. Social Marketing is bothered. Today, there are good advertisements which keep promoting saying them save electricity, use cotton bags, use reusable bags, use reusable pads. See, let me give you a simple example which I have already dealt with once.

Suppose you have an adult diaper, the commercial market will look for, here is, an adult diaper, it gives you these comforts and you buy it. So, you will enjoy wearing it or it will try to give you confidence while you are moving in the society for an elderly people, but Social Marketing means

you have more of this and then how do you discard it. Now, discarding has become a problem. So, it tries to promote something like cotton and where in which, it has these benefits and also it has a social impact. So, that is Social Marketing. So, a huge difference, you should understand the difference.

## How Social Marketing is Different?

- Benefits:
  - Commercial Marketing: Emphasizes individual gains.
  - Social Marketing: Emphasizes societal benefits.
- Financial Gain:
  - Commercial Marketing: Seeks profitability.
  - Social Marketing: Focuses on social impact.
- Metrics of Success:
  - Commercial Marketing: Measures sales and revenue.
  - Social Marketing: Measures behavior change and societal impact.

$$\text{Social Marketing} = (\text{Commercial Marketing techniques} + \text{Social Science})$$

The next one is benefits. Social Marketing emphasizes individuals' gain. Societal marketing emphasizes societal benefit. Financial gain commercial marketing seeks profitability.

Here, it focuses on social impact. Metrics of success in commercial marketing measures sales and revenue. Here, in Social Marketing it measures behavioral change and societal impact, that is why commercial marketing techniques plus social science techniques or behavioral understanding is very important in promoting Social Marketing. You might see many of the Social Marketing advertisements will not be appealing, but it reaches a wider mass.

## History of Social Marketing

Social Marketing emerged in the 1970s as a response to the realization that marketing principles could be applied to address societal issues and promote behavior change for social good.

The concept was first introduced by marketing scholars Philip Kotler and Gerald Zaltman.

Their work laid the foundation for understanding how social marketing could be a powerful tool for driving positive change in areas like

- Health promotion
- Environmental conservation
- Social behavior modification

So, when we talk about the history of Social Marketing, Social Marketing emerged in the 1970s as a response to the realization that marketing principles could be applied to address societal issues and promote behavioral changes for social good. The concept was first introduced by marketing scholar Phillips and Gerald.

Their work laid the foundation for understanding how Social Marketing could be a powerful tool for driving positive change in areas like health promotion, environmental conservation and social behavior modification. Phillips and Gerald are called the father of Social Marketing.

### History of Social Marketing



Key events in its history:

- 1971: Philip Kotler and Gerald Zaltman publish the article "Social Marketing: An Approach to Planned Social Change."
- 1972: The first social marketing campaign is launched, the Stanford Heart Disease Prevention Project.
- 1980s: Social marketing is used to address a variety of social issues, including smoking cessation, AIDS prevention, and drunk driving.
- 1990s: Social marketing becomes more popular, and there is a growing body of research on its effectiveness.
- 2000s: Social marketing is used to address a wider range of social issues, including obesity, climate change, and gender equality. (3<sup>rd</sup> world countries)

So, in 1971 Phillips and Gerald published an article called "Social Marketing, An Approach to Planned Social Change". In 1972, the first Social Marketing Campaign launched, "The Stanford Heart disease prevention project", kick started. In 1980, Social Marketing was used to address a variety of social issues including smoking, AIDS prevention and drunk driving.

In the 1990s, Social Marketing became more popular and there is a growing body of research on its effectiveness. 2 K onwards the Social Marketing is used to address a wider range of social issues including obesity, climatic change and gender equality. This is very important in third world countries or developing countries or underdeveloped countries, gender equality.

## History of Social Marketing



Landmark campaigns:

- Stanford Heart Disease Prevention Project (1972): *reduce heart disease and introduced risk factor among college student*
- Got Milk? (1993): *Milk Processor Education Program (Milk pep) to ↑ milk production in USA*
- Swachh Bharat Abhiyan (Clean India Mission): *Government Social Innovation in Industry 4.0*
- Be Vocal, Don't Be Tabu: *Dr. J. Ramkumar, Dr. Amandeep Singh*  
*Ministry of Health & Family Welfare in 2020 to break the silence around menstrual hygiene.*  
*Urban & Semi Urban Rural*

So, the landscape campaign is a Stanford Heart Disease Prevention Project. It was launched to reduce heart disease and introduced risk factors among college students.

This was in 72, then Got Milk was launched by the Milk Processor Education Program. This was done under Milk PEP, to increase milk production in the US. Same way, in India also, we started the Amul revolution and started Swachh Bharat Abhiyan (Clean India Mission). So, it was launched by the government of India in 2014 to improve sanitation and hygiene in the country.

It also focused on urban and rural, please do not think it is only rural, it was focusing on urban, semi urban, and rural. The last one is, be vocal, do not be taboo is a campaign done by the ministry of health and family welfare in 2020 by the government of India to break the silence around menstrual hygiene. These are some of the landmark campaigns which happened, this is in the US, this is in India. So, these are all Social Marketing. India saw or is seeing and enjoying a paradigm shift after this Swachh Bharat Abhiyan.

## Theoretical Frameworks for Social Marketing



Social marketing is based on a number of theoretical frameworks that explain how behavior change occurs.

These frameworks include:-

- Behavior Change Theories
- Diffusion of Innovations
- Social Cognitive Theory
- Social Norms Theory

Behavior change theories are psychological models that help us understand how individuals modify their behaviors over time.

Social Marketing is based on a number of Theoretical Frameworks that explains how behavior changes can occur.


These frameworks include behavior change theories, diffusion of innovations, social cognitive theory and social norms theory. So, these four are very very important frameworks for Social Marketing. The behavior change theories are psychological models that help us understand how individuals modify their behavior over time.

So, it is over time behavior. Today, you see everybody is enjoying the air conditioning in their residence. When I was young we did not even have a fan in our house. When I was 25 years old the first fan came into our house. When I went to the hostel for my studies, of course, I enjoyed the fan in my hostel room, but at my home we brought the first fan when I was 25. Then, at the age of 35 when I started earning, I started adding an air condition to my room. And, at the age of 45, I cannot live without air conditioning in my office space. My son, who was born the day he was born, started enjoying air conditioning.

So, for him living without an air condition has become next to impossible. It is over time, behavior changes. Indian closet, using Indian closet, Indian closet is a very well-established norm in India till 2000. Then, slowly in bathrooms seeped inside these western closets. Today, that has become the norm. So, there is over time behavioral change. So, that is what behavioral change theories.

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### Behavior Change Theories



Transtheoretical Model (stages of change)

The Transtheoretical Model (TTM) proposes that individuals progress through five stages of behavior change:

- Precontemplation - *Not ready to change*
- Contemplation - *Considering change but not yet committed*
- Preparation - *Getting ready to take action*
- Action - *Taking steps for change*
- Maintenance - *Sustaining the change over time*

Understanding the stage of change helps tailor messages and interventions to the individual's readiness to adopt a behavior.

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Next one is Transtheoretical Modeling. So, this transtheoretical modeling talks about stages of change. The Transtheoretical Model (TTM) proposes that individuals progress through 5 stages of behavior change. They are precontemplation, contemplation, preparation, action and maintenance. In precontemplation, they are not ready to change. Contemplation means they are considering change,


but not yet committed. Preparation is getting ready to take action. Action means taking steps to change. And, the last one is sustaining the change over time.

Precontemplation means not ready to change whatever you say, I am not ready to change. Whatever you insist on saying, please send your daughter to school, I am not ready to change, that is precontemplation. So, contemplation means you have come to a level, such that you are thinking of, can I send my daughter to consider change, but not yet committed. Then, preparation is buying her school uniform or trying to pull out from the regular routine is getting ready to take that action. Then, the fourth one is, sending her to school, then the fifth one is, do or come what, may she will go to school, is sustenance. So, these are the 5 stages every individual undergoes, these 5 stages.

many a times, we get into arguments because of these 5 stages. Precontemplation, contemplation and preparation. many a times we all stop with contemplation. Then, we do not move so easily to preparation, action and maintenance. Moment you start going to preparation, action and maintenance just follows. It is a tough task, but even for a normal individual, we have these behavioral problems. So, understanding the stage of change helps tailor messages and interventions to individuals' readiness to adopt a behavior.

So, the moment people start contemplating that I will send my child to school, then they get ready. So, here what the government does is, from precontemplation to contemplation stage itself, they try to give a lot of freebies or they try to give mid-day meals. They will give free uniforms, free footwear, and free books. So, from precontemplation to contemplation, they try to push and from there rest all can easily flow at every stage, there is resistance.

**Behavior Change Theories**



Health Belief Model:

The Health Belief Model (HBM) suggests that people's health-related behaviors are influenced by:

- Perceived susceptibility - *Belief in the risk of the health problem*
- Perceived severity - *Belief in the seriousness of the health problem*
- Perceived benefits - *Belief in the recommended action*
- Perceived barriers - *Belief in the obstacles to taking action*
- Cues to action :- *Triggers that prompt action.*

Social marketing campaigns use the HBM to address these factors and promote behavior change by emphasizing benefits and reducing barriers.


When we move to the next model of Health Belief Model. The Health Belief Model (HBM) suggests that people's health-related behaviors are influenced by perceived susceptibility, perceived severity, perceived benefits, perceived barriers and clues to action.



In perceived susceptibility, it is belief in the risk of health problems. When you talk about severity, it is belief in the seriousness of the health problem. In the benefits, you have belief in the effectiveness of the recommended action. Barriers are belief in the obstacles to taking action and clues to action are triggers that promote action. So, the Health Belief Model suggests that people's health-related behavior is influenced by susceptibility, severity, benefit, barrier and clues to action.

The Social Marketing campaigns used in HBM to address these factors and promote behavioral change by emphasizing benefits and reducing barriers.

**Behavior Change Theories**



Theory of Planned Behavior:

The Theory of Planned Behavior (TPB) posits that behavior is influenced by three factors:

- Attitudes toward the behavior: *- individual's + or - evaluation of the behaviour.*
- Subjective norms: *social pressure to perform or not perform the behaviour.*
- Perceived behavioral control: *individual perception of the ease or difficulty of performing the behaviour.*

In social marketing, TPB guides efforts to influence attitudes, social norms, and self-efficacy to encourage desired behaviors.

*\*\* Perceived social pressure to perform or not perform the behaviour.*

When we talk about Theory of Planned Behavior which is called as TPB which posits that behavior is influenced by three factors, attitudes towards the behavior, subjectivity norms and perceived behavioral control. When we talk about attitudes towards the behavior, it is an individual's positive or negative evaluation of the behavior. Subjective norm, the subjective norm, it perceived social pressure to perform or not perform the behavior. And, perceived behavioral control is here, individuals' perception of the ease or difficulty of performing the behavior. So, attitude towards the behavior talks about individual's positive or negative evaluation of the behavior.

Why did I get annoyed? Why did I not do this? What did he poke me and why did I become happy? By looking at him I became happy, by seeing children going to school I became happy. This advertisement clicked me a little bit, so that I may become happy and I started thinking in that direction. So, subjectivity norms are, it is a social pressure to perform or not to perform the behavior. It is generally the rituals, what we perform. See, many a times the rituals are told as it has to be done like an instruction. So, if people will convey, saying that if you do this and follow this as a ritual, then you get the following benefits, so that is subjectivity norms.

Then, behavioral control is individual perception of the ease, or difficulty of performing a behavior

is part of the factor which comes under TPB. In Social Marketing, TPB guides efforts to influence attitudes, social norms and self-efficacy to encourage desired behavior, very important.

### Examples of Successful Behavior Change Interventions



Indian Government's Swachh Bharat Abhiyan (Clean India Campaign):

- Behavior Change Theory: Transtheoretical Model (Stages of Change)
- The Swachh Bharat Abhiyan is a nationwide cleanliness campaign launched by the Indian government to address issues of sanitation and hygiene
- It aimed to transform India into an open defecation-free country and promote cleanliness and proper waste disposal.

Application of Behavior Change Theory:

- Precontemplation: Raised awareness about sanitation and hygiene, targeting those unaware of the impact of open defecation.
- Contemplation: Encouraged individuals aware of the issue to consider adopting better sanitation practices.

Next, let us see some of the Examples of Successful Behavioral Change Intervention, which the government of India has done. So, the Indian government Swachh Bharat Abhiyan (Clean India Campaign) which was started in 2014, and a lot of positivity has been added to society. The initiative started by the topmost man of the country and he tried to hit at schools.

So, children participated, children participation led to family participation, family participation led to societal participation and now it has proved a grand success. So, the behavioral change theory, transtheoretical model stages of change was seen here. The Swachh Bharat Abhiyan is a national wide cleanliness campaign launched by the Indian government to address issues of sanitation and hygiene.

It aimed to transform India into an open defecation free country and promote cleanliness and proper waste disposal. Here, it attacks so many things one from the hygiene point of view, two in terms of privacy, three in terms of freeness.

So, an open defecation free country which gave lot of pride for the citizens and promote cleanliness and proper waste disposal. Every railway station in this country the waste disposal system has improved a lot. India is a country which is very thickly populated. Doing Social Innovation here, makes a huge impact and waste disposal and management is one of the biggest challenges in this country.

So, the application of behavior change theory is precontemplation raised awareness about sanitation and hygiene targeting those unaware of the impact of open defecation. Contemplation is encouraged individuals aware of the issues to consider adopting better sanitation practices. The government told

them to practice this and also gave them money in constructing their toilets and constructing toilets with bio waste management system is a super duper hit.

Here, in which innovation has to happen. Technology has to be used in a village, if there are toilets at very far-off distances and all these toilets have to be filled or replenished with water. Now, there has to be a vehicle which goes through all these things, all these places and fills it up. You cannot always use the round robin approach. In certain places the water might not be even used. At certain places the people would have used a lot of water.

So, here, you have to find out a transportation means and how it fulfills all these places and utters the need. So, technological intervention and Social Innovation has to happen. All these toilets are now self managed. So, a person runs it like a private business. He tries to get his income by paid services.

So, by doing so, the livelihood has got enhanced, the hygiene of this country has got enhanced. It is a wonderful Social Innovation which has happened and it has been promoted through Social Marketing.

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### Examples of Successful Behavior Change Interventions

- Preparation: Provided support and incentives for building household toilets.
- Action: Mobilized communities to actively construct toilets and adopt improved sanitation practices.
- Maintenance: Ensured behavior sustainability through continuous monitoring and follow-ups.



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The preparation is, it provided support and incentive for building the household toilets. Action is, mobilized community to actively construct toilets and adopt improved sanitation practices. Maintenance, it ensured behavioral sustainability through continuous monitoring and follow-up. Constructing a toilet is not the end of the story, constructing it and maintaining it. Maintaining, in terms of replenishing water and also maintaining cleanliness there.

So, you can appoint a person to clean or you educate the person who used it to clean. So, this is a very successful model which has been demonstrated under Social Marketing. So, behavioral change theory has been used and then here it has been following all the stages, precontemplation, contemplation. Then, it is followed by preparation, action and maintenance.

Like this, I would like to give an assignment to you all. Try to see many such success stories, at least three such success stories where in which the behavioral change intervention has happened and the theory is used all the five stages are demonstrated. You have to read the case study, put this behavior theory there, and then try to fill-in five stages. At each stage, what happened for the success of this project or case study.

**Examples of Successful Behavior Change Interventions**

**Dettol's "Banega Swachh India" Campaign:**

- Behavior Change Theory: Theory of Planned Behavior
- Dettol's "Banega Swachh India" campaign aimed to promote **handwashing** with soap to improve public health and hygiene, especially among children.

**Application of Behavior Change Theory:**

- Attitudes Toward Behavior: Promoted positive attitudes by highlighting handwashing's role in preventing illnesses and promoting health.
- Subjective Norms: Collaborated with schools, celebrities, and community leaders to influence social norms around handwashing, encouraging adoption.

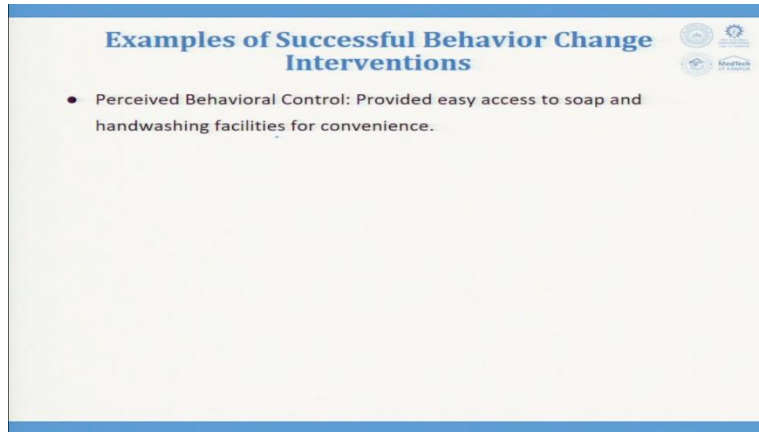
Next is India's pulse polio immunization campaign. This is also a very successful campaign which has been done in India to remove polio in this country. This mission has been there for around 3-4 decades. So, India's pulse polio immunization campaign to a large extent when there is a polio affected person.

So, rest of his lifetime, he has to be supported through various schemes from the government and he also has to have a social dignity to stay in the society. In order to maintain these two, Indian pulse polio campaign started under the behavioral change theory. Health Belief Model this was done very successfully. It is an initiative by the government of India to eradicate polio from this country. It has been a very successful mission, and a lot of people are getting positive impact because of this. The polio affected citizens of this country have drastically reduced to more than 60 percent.

It involves administering oral polio vaccination to children below the age of 5. The success of this immunization campaign also happened because it is oral. So, up till the age of 5, any kid, anywhere in this country, when it moves, goes through an airport, railway station, bus stop, market mall, hospital, police station, amusement park, polio vaccination mission camps are held there. It is 100 percent made sure, everybody gets this oral polio vaccination given, and on top of it the government also tries to use ASHA workers and does door-to-door delivery of these oral polio vaccines to the children, a very successful project. So, positive attitudes by highlighting hand washing's role in preventing illness and promoting health.

It also taught children how to wash your hands effectively with minimum water and soap. Subjective

norms are collaborated with schools, celebrities, community leaders to influence social norms around hand washing and encouraging adoption.



The perceived behavioral control is provided easy access to soap and hand washing facilities for convenience. So, using this theory of planned behavior, this mission is very successful among rural and urban children. I would like to thank you for your patient listening.