Social Innovation in Industry 4.0
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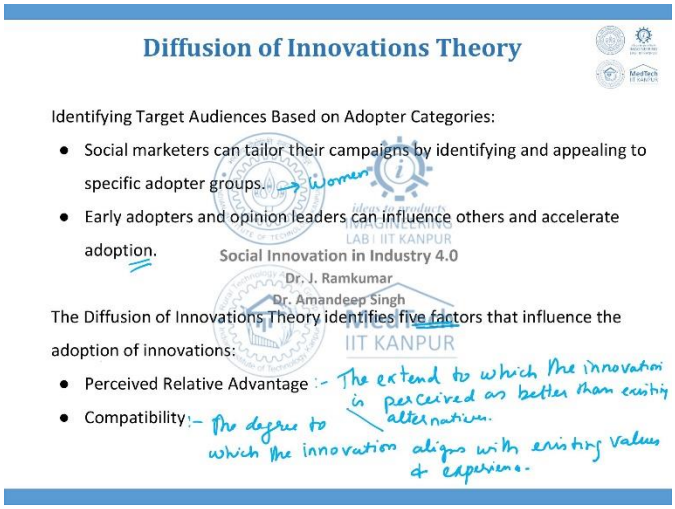
Lecture 50
Introduction to Social Marketing (Part 2 of 2)

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



So, Diffusion of Innovation Theory. The diffusion of innovation theory explains how new ideas, products or behaviors spread, adopted within a social system. It is more focused towards a social system or society. It explores the process of communication and adoption, emphasizing the role of different adopter categories. The diffusion of innovation theory identifies five categories of adopters. Innovators, they are visionaries who embrace new ideas or products or processes, whatever it is.

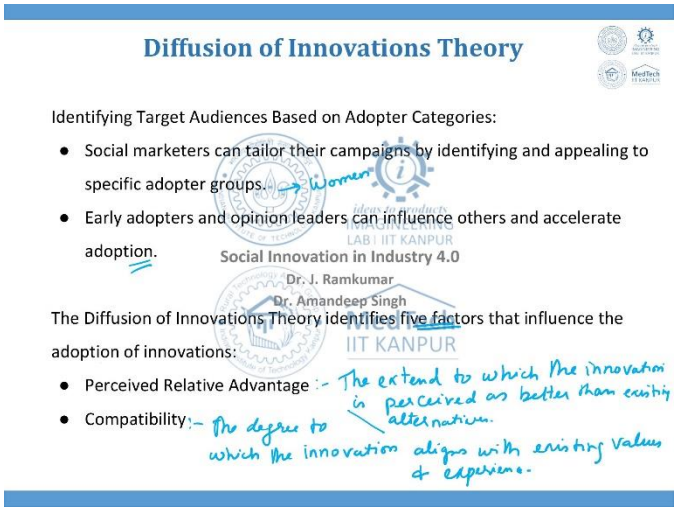
Early adopter opinion leaders and influential individuals who adopt innovation after innovator, so the first fellow does it, the next fellow follows it. Early majority are pragmatic adopters who follow early adopters. Then, late are skeptical adopters who are cautious, but eventually embrace innovation. And the last one, laggards are traditionalists who are slow to adopt innovation.

So, the diffusion of innovations theory identifies five categories. Innovator who does it first time, a visionary who goes and who develops a solution. Early adopters whatever innovator does, this fellow tries to copy or try to take the leader's influence and they do it.

So, opinion leaders or influential individuals who adopt innovators. So, for example, a star adopting, a prime minister adopting, a headmaster adopting, a family head adopting, a societal head adopting,

gram pradhan adopting. So, that is early adoption. Early majority are pragmatic adopters who follow adopters. Pradhan has done it, so I will also do it.

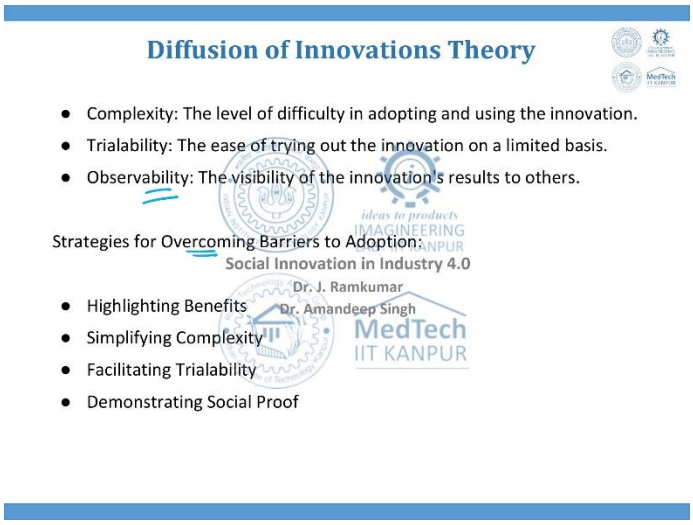
So, Then, latest skeptical adopters who are cautioned by eventual embrace innovation. So, they do it a little late. Laggards are traditionalists who are slow to adopt laggards. So, these are the five categories of adoption in the diffusion of innovation stage.



So, identifying target audiences based on adopter categories, the social marketers can tailor their campaign by identifying and appealing to specific adopter groups. For example, only women requesting their daughters to go to school, only women. Then, requesting only women to change from wood-based burning in the kitchen to gas-based or wood and coal to gas-based, so that their health gets long. Providing lights in the house. Asking women to work on solar lantles.

So, social marketers can tailor their campaign by identifying and appealing to specific adopter groups. Early adopters and opinion leaders can influence others and accelerate promotion. A principal can make an influence through teachers to children. The class teacher is always a hero until class 5 for a child. He comes and he or she comes back home and says, my teacher said this, you are wrong to the parent. And, from 0 to 5 the father and mother are the heroes and heroines.

So, they are all whatever they say, early adopters and opinion leaders can influence others and accelerate adoption. The diffusion of innovation theory identifies five factors that influence the adoption of innovation.

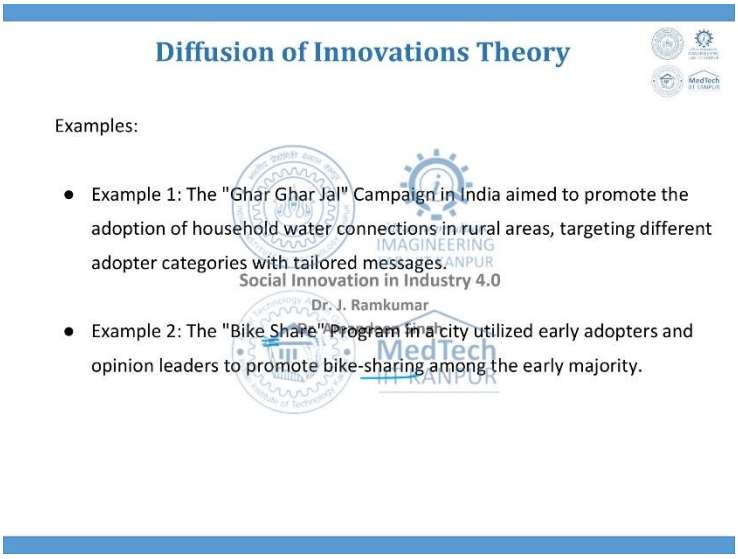


Perceived relative advantages and compatibility are the major complexity, trialability and observability. So, there are five factors which influence. Perceived relative advantage, compatibility, complex stability, trialability and observability.

So, what is done in the perceived relative advantage? It is the extent to which the innovation is perceived as better than existing alternatives. Next, compatibility is the degree to which the innovation aligns with existing values and experience. So, compatibility is the degree to which the innovation aligns with existing values and experiences compatibility. How compatible is this? The next one is going to be complexity, the level of difficulty in adopting and using an innovation.

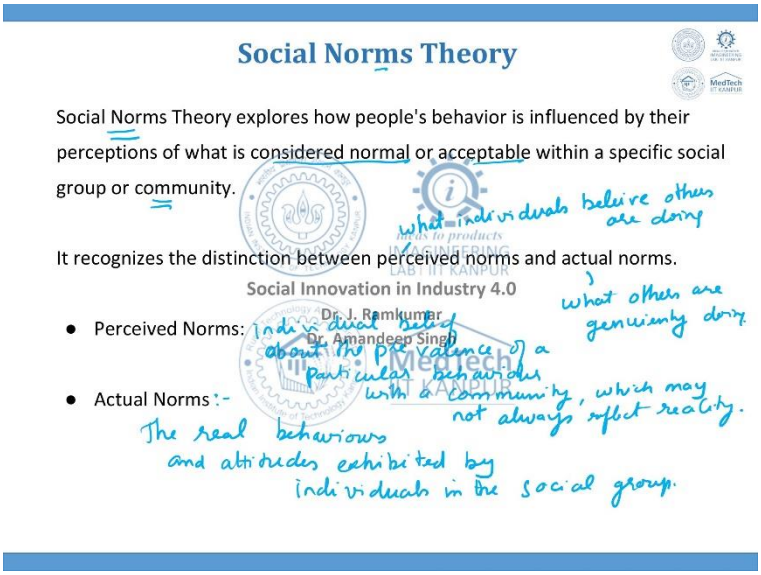
For example, if you throw an automatic shaving machine just in front of a person. By looking at the machine, he should be able to understand how to use it. Trialability is the ease of trying out the innovation on a limited basis. Then, observability, the visibility of the innovations reserved to others. This is very important. I wear a beautiful dress, such that people recognize it, and then ask me oh, it looks smart or you are looking smart. So, this is what it is.

So, diffusion of innovation theory identifies five factors. Perceived relative advantage, what is the benefit I get, how is it going to be compatible with me to use it in a place already existing, how complex is it to adapt to this solution, if I wanted to try it, how do I try it and how do I make others observing. So, that is what it is. So, the strategies for overcoming behaviors of adoption are, you try to highlight benefits, you simplify complexity, you facilitate trialability. And then, you demonstrate social proof. So, by doing so, you are able to overcome behavior to adoption.



Some of the examples is the Ghar-Ghar-Jal campaign in India aims to promote the adoption of household water connection in rural areas targeting different adopter categories with tailored messages.

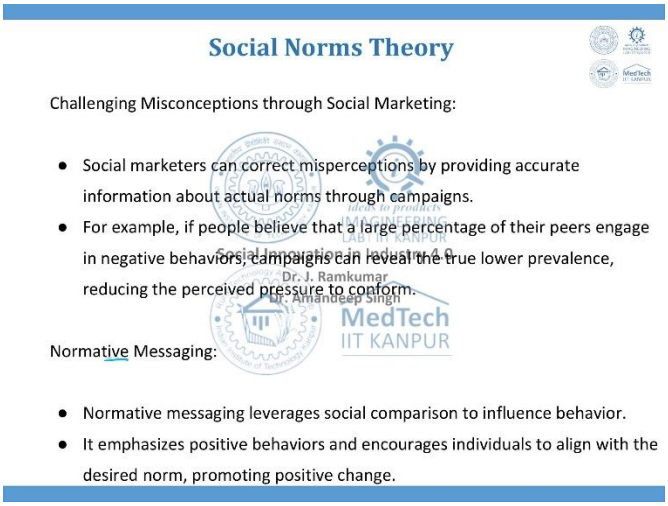
I repeat, it is Ghar-Ghar-Jal. The next example is, the Bike Share program in the city utilized early adopters and opinion leaders to promote Bike Sharing among the early majority. It is the next example, Bike Share. So, these two are examples.



So, let us get into the social norm theory, that explores how people's behavior is influenced by their perception of what is considered normal or acceptable within a specific social group or a community.

Norm, many a times, we say this is the norm we follow. This is the norm which is followed in NPTEL. This is a norm which is followed in this country. So, social norm theory explores how people's behavior is influenced by their perceptions of what is considered normal or acceptable within the society. It recognizes the distinction between perceived norm and actual norm. So, the perceived norm is what individuals believe others are doing, then what others are genuinely doing, that makes a huge difference. Perceived norm is what individuals believe others are doing. Actual norm is what others are genuinely doing.

So, the perceived norm is going to be individuals' belief about the prevalence of a particular behavior within a community which may not always reflect reality. Actual norms are the real behavior and attitudes exhibited by individuals in the social group, this makes a big difference. Perceived norm is individuals believe about the prevalence of a particular behavior with a community. Community which may not always reflect reality, perceived. Actual norm is the real behavior and attitudes exhibited by the individuals in a social group.



So, what are all the challenging misconceptions through social marketing? Social marketer can correct misperceptions by providing accurate information about actual norms through campaigns.

For example, if people believe that a large percentage of their peers engage in negative behavior, campaigns can reveal the true lower prevalence, reducing the perceived pressure to confirm. Normative messaging, normative messaging leverages social comparison to individuals behavior. It also emphasizes positive behavior and encourages individuals to align with the desired norm and promote positive change. So, normative messaging is important.

Social Norms Theory

The Power of Social Comparison in Promoting Positive Change:

- People tend to conform to the behaviors they perceive as common or desirable in their social circle.
- Social marketing can capitalize on this by showcasing positive behaviors as prevalent and worthy of emulation.

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The power of social comparison in promoting positive change generally happens because people tend to confirm the behavior they perceive as common or desired in their social circle. This is the power of social comparison in promoting positive change.

Social marketing can capitalize on this by showcasing positive behavior as prevalent and worthy of humiliation. So, let us look at some of the case studies which are there.

Case Studies and Examples

"Bell Bajao" Campaign

- Campaign Focus: The Bell Bajao campaign, launched by Breakthrough India, aimed to combat domestic violence by challenging the social norm of silence and encouraging bystanders to intervene when they hear violence behind closed doors..
- Perceived Norms: Many people believed that it was inappropriate to interfere in others' private matters.

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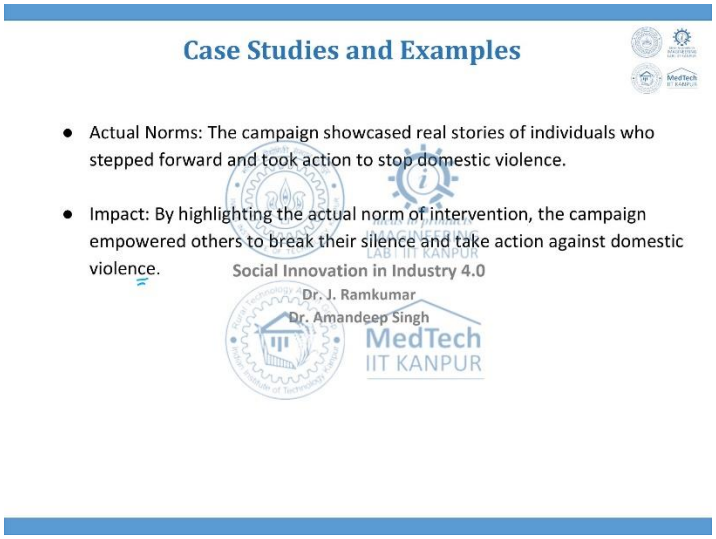
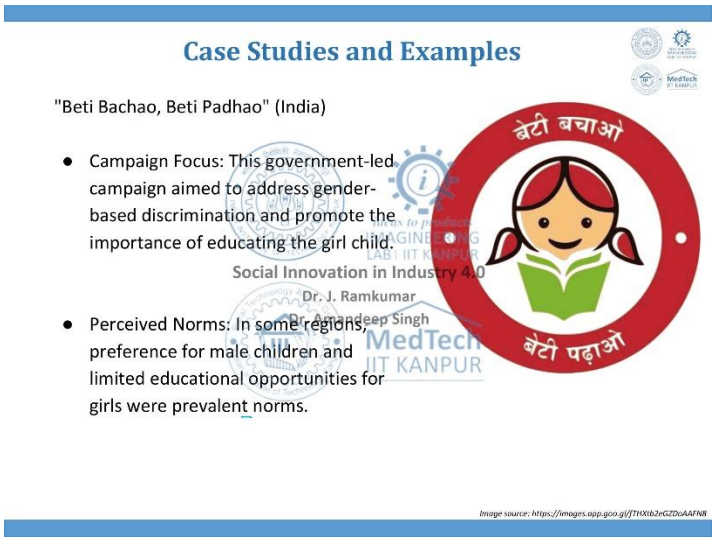
So, Bell Bajau campaign, the Bell Bajao campaign, launched by Breakthrough India, aimed to combat domestic violence by challenging the social norms of silence and encouraging bystanders to intervene when they hear violence behind closed doors. So, this is a very successful Bell Bajau. The perceived

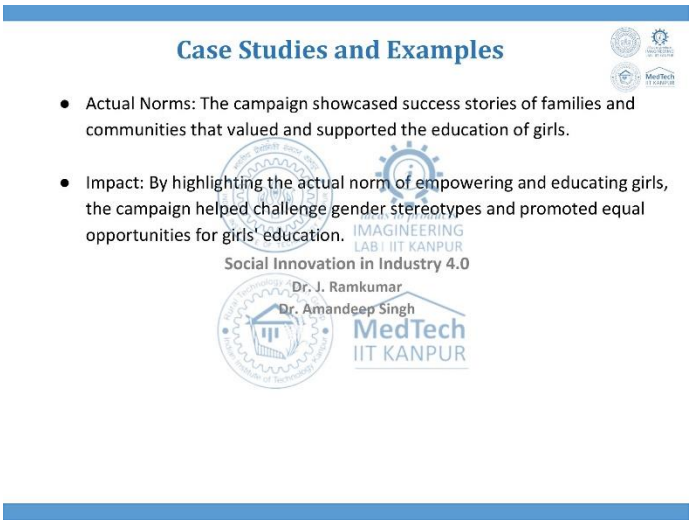
norm is that many people believe that it is inappropriate to interfere in others' private matters. When there is an alarming bell, you are supposed to go and intervene.



So, the actual norm is the campaign showcased real stories of individuals who stepped forward and took action to stop domestic violence. Impact is by highlighting the actual norms of intervention the campaign empowered others to break their silence and take action against domestic violence. This all happened because of social marketing.

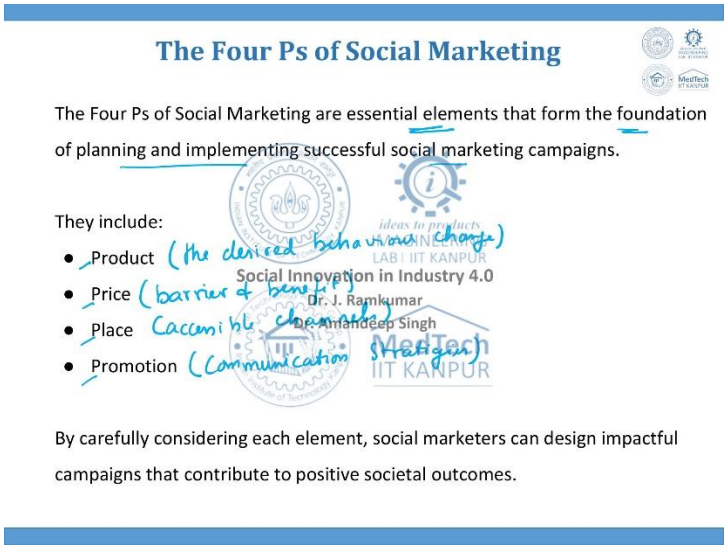


The next example for our discussion is Beti Bachao, Beti Padhao. The campaign focuses on this government-led campaign aimed to address gender-based discrimination and promote the importance of educating the girl children. The perceived norm is in some religion preference for male children and limited education opportunities for girls were relevant norms.



The actual norm is the campaign showcased success stories of families and communities that valued and supported the education of children. The impact which has been created is by highlighting the actual norm of empowering and educating girls, the campaign helped challenge gender stereotypes and promoted equal opportunity for girl education. Today, the government of India has also added women-based reservation in technical institutes.

These numbers are super numerator, and they are encouraging girl children, not to stop at school level, but to continue to graduation level also. There are several governments which have come up with the scheme of providing free education till college level to girl children. This is all a lead which is taken from this slogan Beti Bachao, Beti Padau.

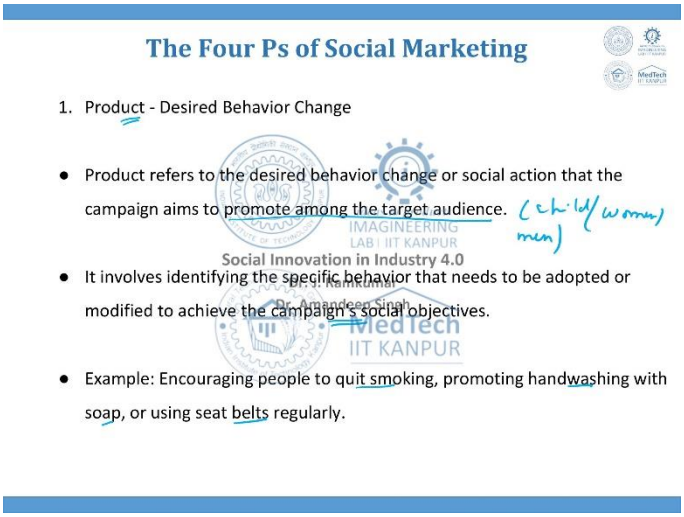


The four P's of social marketing, these are very important. The Four P's of Social Marketing are the essential elements that form the foundation of planning and implementation in social marketing

campaigns. They are product, price, place and promotion. In Social Innovation there is a possibility of price.

So, all these things whatever I showed to you was a government initiative, but if you want to have a self sustainment action. So, price plays a very important role. You can have a lower price, but cater to a wider need. For example, all the healthcare innovation happens depending on keeping prices as one of the important factors. So, products, the desired behavior change is happening because of the product. The price is a barrier and it is also a benefit. When we talk about a place, an accessible channel is the place, what we talk about. Then, promotion is a communication strategy.

So, these four P's product, price, place and promotion plays a very important role in planning and implementation. By carefully considering each of these elements social marketers can design impactful campaigns that contribute to positive societal change.



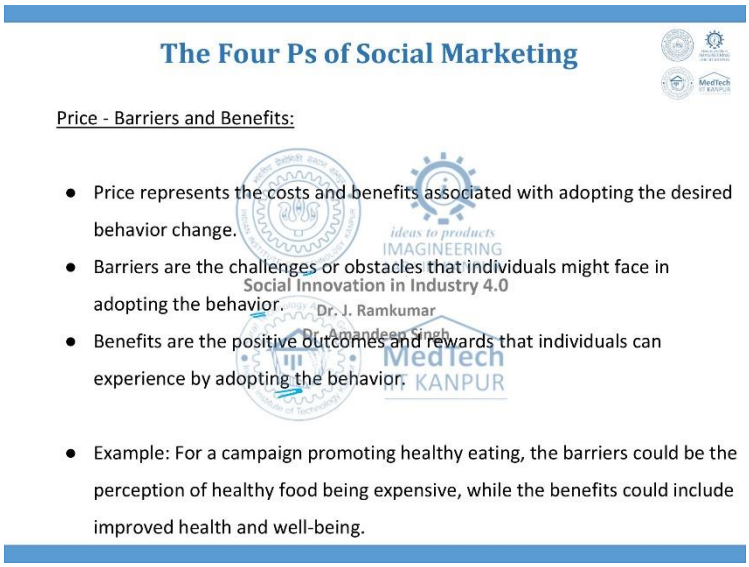
Product, the desired behavior change. Product refers to the desired behavior change or social action that the campaign aims to promote among the target audience. So, it is trying to promote among the target audience. So, the sanitary pad, economical sanitary pad, hygiene of a woman.

So, all these things, they are desired behavioral change or social action that the campaign aims to promote among the target audience. It can be children, it can be women, it can be men, it can be society, all these things. It involves identifying the specific behavior that needs to be adopted or modified to achieve the campaign's social objectives.

The campaign makes a big change. Example, encouraging people to quit smoking, promote hand washing with soap, and using seat belts regularly. This has a social impact because in India every day you lose almost 10000 people because of road accidents.

Across the country, I am saying, across the country divided by 30 states, divided by 24 hours, if you see even that number when it comes for every hour, so much death on the road is a major important

thing which the government has to address. Many of them are getting reported, some of them are getting not reported. So, the data, what I share is from a newspaper write up. So, the use of seat belts regularly is also coming up in a big way. The government has taken initiative like prompting or pushing heavy fines on those people who do not use the seat belts or helmets. So, all these things are products which try to desire a behavioral change.



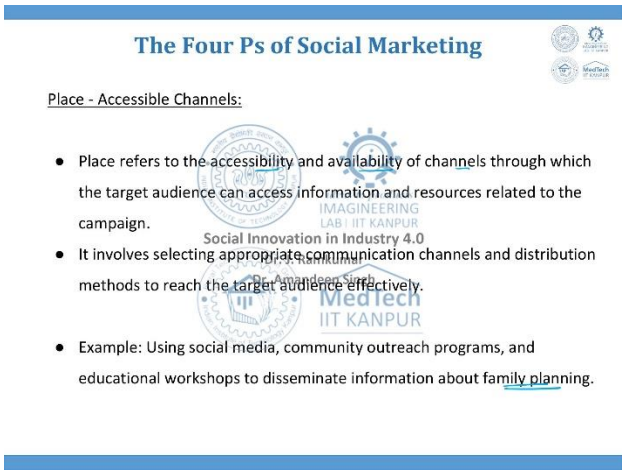
Then, Price- Barriers, and Benefits. Price represents the cost and benefits associated with adopting the desired behavioral change. The barriers are the challenges or obstacles that individuals might face in adopting the behavior. For example, women wearing a helmet, a traditional South Indian woman who has a liking of display the flower in her head, if you are asking her to wear a helmet, it is a challenge and a behavior that individuals might face in adopting the behavior.

The other thing is, the benefits are the positive outcomes and rewards that individuals can experience by adopting the behavior. Even though they do it, we request them to change their style and still go ahead wearing the helmet. By wearing the helmet an accident can be stopped, their life can be saved and the family will have a member continuing to exist, big change. Adopting is leave smoking. In traditional Indian marriages drinking was a societal status.

Without drinking, it was a challenge for people to say no to drinks during the time of marriage or during the time of Diwali. So, there, the barriers are the challenges or the obstacles that individuals might face in adopting the behavior, I say no to cigarettes, I say no to drinking, it is a challenge.

And, many a times, when you go to developed countries it becomes a challenge, but now people have slowly slowly started accepting. Example, for a campaign promoting healthy eating, the barrier could

be the perception of healthy food being expensive organic food in particular. While the benefits could include improved health and well-being.

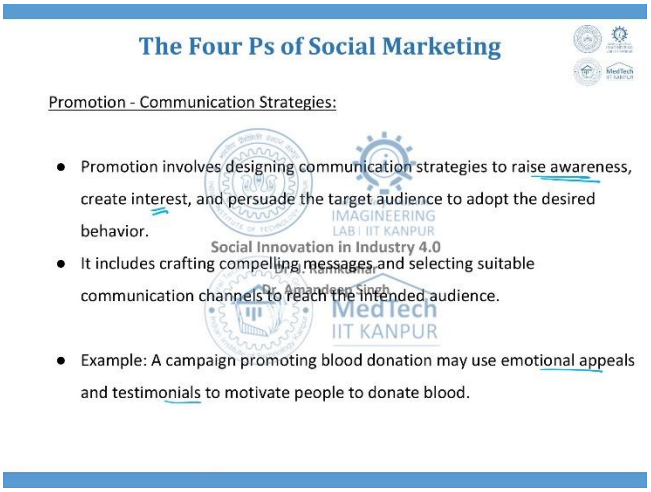


Place, accessible channel the place refers to the accessibility and availability of channels through which the target audience can assess information and resources related to the camp. For example, during the time of AIDS awareness, the condoms were dispersed through a vending machine which is kept in public space.

So, the place refers to the accessibility and availability of channels. Through which, the target audience can assess information and resources related to the campaign. It involves selecting appropriate communication channels and distribution methods to reach the target audience effectively.

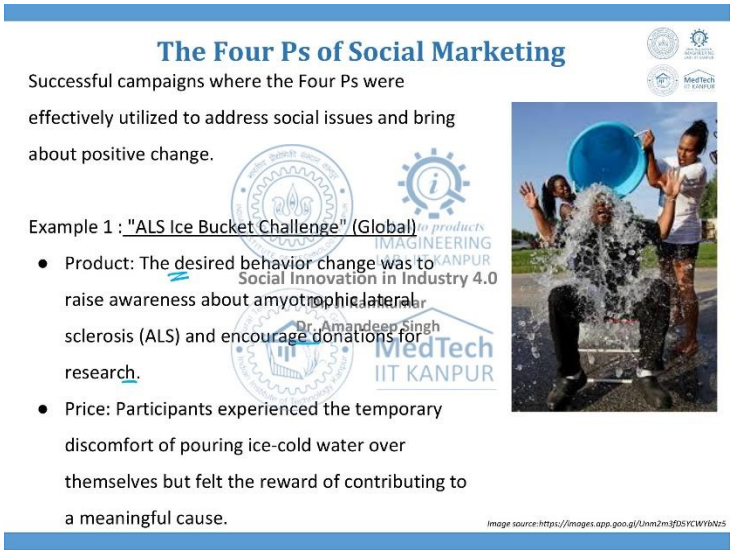
So, what they did, the government decided was that these condom vending machines will be painted in a different color and it will be kept at a certain height, such that it is not accessible by children. And, it can also be kept in such a place very close to that of inside a washroom, but not it is publicly seen.

So, these are certain tricks and trades which they followed, such that the accessible channels can be promoted. Example, using social media, community outreach programs, and educational workshops to disseminate information about family planning. This is an accessible channel.



The promotion is communication strategies. Promotion involves designing communication strategies to raise awareness, create interest and persuade the target audience to adopt the desired behavior. So, promotion involves designing communication strategies to raise awareness, create interest. Many a times there used to be advertisements, where in which the advertisement used to be stopped in between.

So, the government started promoting half baked or half cut advertisements. So, they started building more and more curiosity amongst people, what is that ad all about. So, they created interest and persuaded the target audience to adopt. Once the ad was released and the product was said it was the target audience to adopt the desired behavior was introduced. This includes crafting compelling messages and selecting suitable communication channels to reach the intended audience. Example, the campaign promoting blood donation may use emotional appeals and testimonials to motivate people to donate blood.



The successful campaigns where the four P's were effectively utilized to address social issues and bring positive change. ALS Ice Bucket Challenge. The desired behavioral change was to raise awareness among Amyotrophic Lateral Sclerosis (ALS) and encourage donation for research. Prices, participants experienced the temporary discomfort of pouring ice-cold water over themselves, but felt the reward of contributing to a meaningful cause.

The campaign utilized social media platforms like Facebook, Twitter and YouTube making it easily accessible to a social audience. Promotion, the campaign went viral due to its unique and engaging nature. Pouring ice on a bucket on top of a person with participants nominating others to join, thereby spreading the message exponentially. This is a very big success ALS, Ice Bucket Challenge, very big success. The people who participated understood the pain and they contributed for ALS affected people.

The next is Dumb Ways to Die (Australia). The product is the campaign aimed to promote railway safety and prevent accidents by raising awareness about risky behavior around the trains. Prices, the campaign showed the disastrous consequences of unsafe behavior while emphasizing the benefit of adhering to safety measures.

Place, it used various mediums, individual animated videos, outdoor advertisements and gaming apps to reach the target audience especially young commuters. Promotion is the catchy and humorous songs along with the vibrant characters that make the safety message memorable and shareable.

The Social Marketing Process is a systematic approach. Do not think it is random, it is a very very systematic approach. It has a proper planning, implementing and evaluating social market campaign. The process typically involves the following steps. Problem identification, audience analysis, set goals and objectives, develop marketing mix between these four P's Then, implement the campaign, evaluate the campaign. So, these are the steps which are involved, very important. How does the marketing process get implemented?

So, in problem identification, identify the social issues or problems that the campaign aims to address. Conduct a thorough analysis of the issue's scope, prevalence and underlying causes. Then, audience analysis, identifying and understanding the target audience for the campaign. Analyze their attitude, beliefs, behaviors, preferences related to the social issues. This is audience analysis. Problem identification, audience analysis, formulate behavior objectives, define clear and specific behavioral objectives that the campaign seeks to achieve. The objective should be measurable and aligned with desired behavior change.

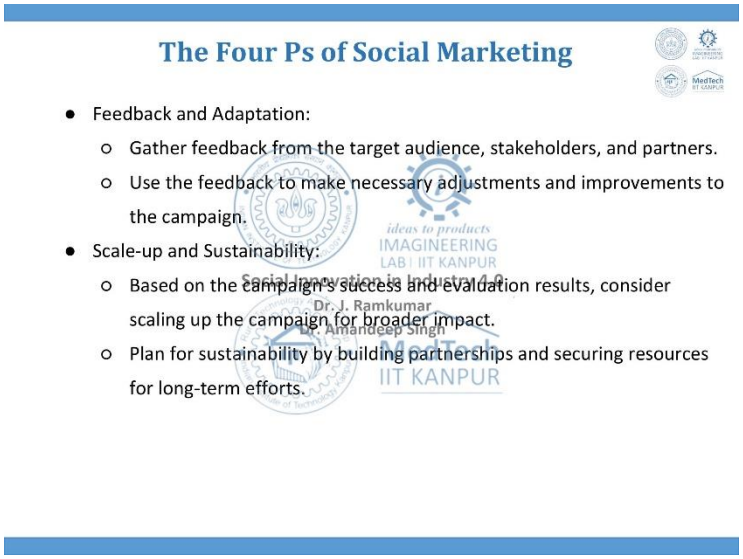
The development of a market mix of four P's. Products, determine the desired behavioral change or the action that campaign will promote. Then, identify the barrier and benefit associated with adopting the desired behavior.

Place, select the channels and platforms to reach the target audience. Promote is, developed compelling communication strategies to convey campaign messages. The message development is very important, if it makes jingles or logos.

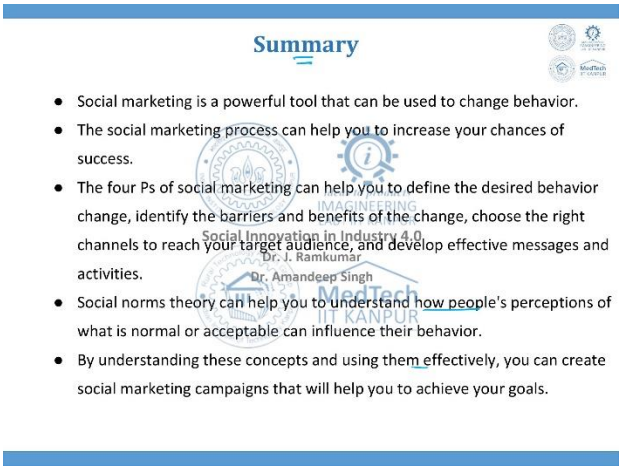
Craft persuasive and cultural relevant messages that resonate with the target audience. Use storytelling, emotions, and relatable scenarios to make it impactful. For example, if you are wasting water, when you are trying to take a bath, the water stops what difficulty you undergo. Or, when you are trying to study for the examination the power cut happens. So, all these things are emotional.

Then, pilot testing conducts a small-scale pilot test of the campaign with the respective samples of the targeted audience. Gather feedback and insight to refine the campaign before full-scale implementation, scalability is talked about.

Campaign implementation, launch the campaign across the selected channel and platform. Then, monitor and evaluation is continuous monitoring the campaign progress and impact on the audience.



The feedback and adoption is also an important one. Gather feedback from the targeted audience, stakeholders, and partners and go back and reorient your social marketing. Scale-up and sustainability, based on the campaign success and evaluation results. Consider scaling up the campaign for broader impact. Plan sustainability by building partnership and ensuring resources for long-term efforts.



Summarizing the social marketing lecture. Social marketing is a powerful tool that can be used to change behavior. The social marketing process can help you to increase your chance of success. The four P's of social marketing can help you to define the desired behavior change, identify the barrier benefit of the change, choose the right challenge to reach your target audience and develop effective messages and activities.

The social norm theory can help you to understand how people's perception of what is normal or acceptable can influence their behavior. By understanding these concepts and using them effectively, you can create social marketing campaigns that will help you to achieve your goal.

The assignment is already given during the lecture. We have asked you to look at more case studies which have a social impact under behavioral theory. These are the references. I would like to thank you for your patient listening.

Thank you.