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Telur Mana Telur?

*You
are
what
matters*

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SOCIAL MARKETING

PUBLIC BEHAVIOUR

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"Social-marketing campaign has aimed to influence the behaviour of the target audience whether to reject, modify, accept, or abandon a certain behaviour."

Many would associate Social Marketing as Social Media because they both carry the same acronym; SM. However, social marketing and social media are two different disciplines that remarkably need each others' assistance; social marketing as the content provider whilst social media provide platforms to disseminate the content to the target audiences.

We have been exposed throughout our decent lives to many campaigns run by the government agencies, non-governmental organisations, charity, and social and community organisations on social issues that need to be addressed like 'COVID-19 Vaccination Campaign', 'Stay Safe, Stay Home Campaign', 'Social Distancing Campaign', 'Stop Smoking Campaign', 'Smartphone, Are You Smart Campaign?', 'Donate your Blood Campaign', and the most recent campaign, which is 'Jom Tapau'. Technically, to reach the target audiences, social-marketing campaigns need the help of social-media platforms, such as Facebook, Instagram, YouTube, Twitter, WhatsApp, you name it all, to get the job done. Not to exclude the traditional electronic media, such as television, radio, newspapers, and magazines, which today have been electronically conveyed as e-Newspapers and e-Magazines.

Nancy Lee, a social-marketing guru has

defined social marketing as a process that uses marketing principles and techniques to influence a target audience's behaviour that will benefit society as well as individuals. It is all about behavioural changes and better ways to bring better people. Meanwhile, social media can be considered as websites and applications that enable users to create and share content or to participate in social networking. One of the Ps in the marketing mix that communicate desired messages to their target audience is Promotion.

Social-marketing campaign has aimed to influence the behaviour of the target audience whether to reject, modify, accept, or abandon a certain behaviour. It is like rejecting something like not starting to smoke or being drugs addict among teenagers, modifying something like spending 3 to 5 days, 30 minutes per day to work out to reduce obesity rates. Accepting something like throwing your excess food in a composted site instead of garbage can and abandoning something like stopping yourself from texting or drinking while driving are also parts of the intended influence on a target behaviour. In short, changing behaviour for good is good for individuals and the society. Specific behaviour down to specific things would lead to mobilised community if teenagers stay a healthy lifestyle without being addicted to drugs and nicotine. It is wise to help health improvement if they do consistent workout, and help preventing injuries or death if they stop texting or drinking while driving, and finally, help reducing wastage while protecting the environment if they recycled or decomposed their excess food.

In the meantime, social marketing is also different from commercial marketing. Commercial marketing sells specific products for profit to benefit shareholders. Social media help promoting or communicating social-marketing campaigns, but social marketing informs, educates, and builds skills. If we rely on words alone, we will not see what we want to see. This is because words alone

do not break barriers and we will not see the benefit.

There are always challenges and barriers in measuring the success of any social-marketing campaigns. It is not an easy task to reject, modify, accept, or abandon the existing behaviour of the people. In the social-diffusion theory by Everett Rogers, he has identified three categories of audiences that we will face in any campaigns. About 16% are from the 'Show Me' category, 68% 'Help Me' category, and 16% 'Make Me' Category.

The 'Show Me' category belongs to a well-educated and informed group of audience. They are the people that when you show them how to do it, they will do it. In the interim, the 'Help Me' category is the biggest group that will only do if you help them. Unfortunately, the biggest barrier is the 'Make Me' category as this group will not do the desired behaviour unless you make them do it. It only works with legal interventions and regulations like fines and law enforcement.

There are 15 principles of success for Social-Marketing campaigns:

- Start with a target audience who are most ready for action;
- Promote single, simple, doable behaviour;
- Understand the barrier to a behavioural change;
- Bring real benefits to the present. What is it in for me?;
- Use the 4Ps;
- Find tangible goods or services;
- Look for the price that matters;
- Make access convenience;

Use effective communication techniques;
Have some fun, not serious;
Use prompt; and
Determine Return on Investment.

For the success of any social campaigns, social marketers need to identify the barriers, benefits, and motivation of both target audience and policymakers.

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