

Social Marketing and CSR: A Descriptive study in Nepal

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Abstract

Nepal is amongst the lagers in context to adaptation of new technology and philosophy. Enterprises need to understand its core competencies and accordingly design and invest in social events. It is still an orthodox thought that only non-profitable entity organizes social events. This spherical concept has its strategic pro and cons. Nepalese brands are interchangeably using the social marketing as CSR and are not attached to their daily routines and duties. Different magnitude of organization have differ prospective initiation to social events.

Keywords: social marketing, social events, nepalese enterprises

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Introduction

The incorporation of every aspects related to enterprise has mold scrutinize the internal and external environment. The environmental scanning of controllable and uncontrollable actors edges the competitiveness and assists a proper diagnosis. The goodwill of the organization at market place is prominent element for the strategic accomplishment of objectives. Nepalese organization is concerning more in regard to the external environment which in turn has created a platform to recognize the prevailing patterns in the market and how do they hamper the image of the organization. The organization needs to discover the cultural landscape it is operating in and should give prior significance before designing any plans and programs.

Social marketing is a well-defined term in marketing universe and compound word for every enterprise. Although in the 1960s, marketing scholars wrote and carried out research on topics that today would be considered social marketing (e.g., Simon 1968), the origins of the term social marketing can be traced to Kotler and Zaltman's classic 1971 article in the Journal of Marketing titled "Social Marketing: An Approach to Planned Social Change" (Kot-ler and Zaltman 1971). This concept is still at Infant stage in Nepal and is gaining popularity.

The first definition of social marketing was by Kotler and Zaltan, 1971, "Social marketing is the design, implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution, and marketing research".

According to the concept of social marketing, every organization's offerings to the market should satisfy the ultimate requirements of the customers taking in high concern the social well-being and organizational survival. The world is shifting Smart with the newest innovations of smart devices putting the company at sincere search of procedure and mechanism that has triangular role i.e. Society, Customer and Revenue. The concept of Social Marketing has given an immense avenue for the enterprise to motivate and achieve market share shoulder to shoulder the retention and loyalty. Enterprise at present shouldn't consider social responsibility as a threat rather an opportunity to convert more and close deals.

Some of the corporate social responsibilities are given below:

- Nepal Telecom providing Rs 1.46 Billion free calls service nationally and internationally soon after earthquake.
- NMB bank concentrates on conservation of Heritage as it has been contributing Rs 10 per new account under Alkapuri Saving Scheme.
- The UK based Standard Chartered Bank is funding USD 1 Million project for construction of two permanent eye care centers at Nuwakot and Bhaktapur.
- Axiata owned, Nepal's leading Telecommunication service provider is spending Rs 1 Billion to rebuild the schools divested by the earthquake.

The above activities however doesn't justify that Nepalese organization are promptly adopting the concept cause all these events are chosen spontaneously without mature development of social marketing. However every entity should reckon the characteristics before selecting an incident, how they participate and what are the outcomes of each contribution and participation. Designing properly the direction of contribution and perseverance will lead to social marketing enhancing the reputation of the brand. Societal marketing thus promised a fundamental reconstruction of marketing suggesting the possibility of a more ethical marketing approach, which embraced rather than excluded public concerns (Kotler, 1972; Abratt and Sacks, 1988).

The organization needs to give extensive observation while selecting the portfolio of events. As per the selection, it is going to build and rebuild the reputation of the enterprise and hence formation of strategic social policies. The criteria may differ from company to company. For major companies, the major factor would be education standard of the country. It will direct the organization to support the local authority concerning to education assisting finance for the allocation of raw materials required for infrastructure, scientific and computer equipment, sanitation and contribution to education fees for merit full candidates.

So enterprises should in-depth calculate the principles on the basis of which they can hand-pick socially noteworthy projects. For this it should be given crucial insight to two components. Primarily, the external actors that impacts each spheres of market and secondarily the nature and goals of the company that has significance in selection of choice. Amalgamation of socially centric programs in the core tasks of the company will be more beneficial taking in account the availability of resources and future prospective growth of the enterprises.

Purpose of the Study

The study of available proposition and marketing strategies onto the area of corporate social responsibility permits us to discover framework and prediction amongst the enterprises of socially

accountableness. The addition of social focused programs is designed to foster the company's positive image and rapid word-of-mouth. Companies need to development those product and services which in demand fulfills the social requirements very ease. Organization need to note down those success components that will avail positive promotion of its offerings with intense benefits to the society. The authentic sources should be recognized by the enterprise for proper development of such socially focused programs. Where, how, when etc. needs to be fulfill for a strategic cultural landscape events. Moreover, in advance, enterprise should measure the response of each event that it is going to implement in near future.

Most of local and national corporate houses in Nepal acknowledge social events as a waste of funds and resources but this concept has gained eye by major giant business houses. Illogical spending of funds after occurrence of an event will not make enterprise socially responsible unless is strategically planned and wouldn't gain abiding image as market leader. In many instance such programs have gained negative image for the organization.

Recognition of prospective situations, calculation of feasible feedback from the target audience, direct competitors and better understanding of the concept will provide a stronghold in the market as expert of social marketing.

Research Methods

The examination of social participation of every medium of companies of Nepal was carried out to be the methodology for collection of information. The social participation available on internet and media is counted in this analysis. The national companies are lately adopting the concept.

Counting all available participation on the area of social activity, domestic enterprises rely the experiences of nearby neighbor internationally owned companies. Basically this research is based on observation and the data in account are secondary because the observation will make it possible to study the habit and culture of the organization towards such social events.

Findings

As a result of the analysis, the following trends can be identified:

- Utmost enterprises in Nepal try to pretend themselves as social centric.
- No any measure and standard are designed for selection of such events.
- According to market trends, follows the practice.
- Apart from the nature of business are occasionally funding social programs
- The budget allocated for social events are limited that doesn't allow the creativity.
- The society itself doesn't want to embrace the change and adopt newest philosophy.
- Many confuse social marketing with marketing of non-profit oriented organization.
- Maximum social marketing activities are sponsored.

Sponsored social activity has gained more popularity in Nepal, may be Law that binds them to advertise.

However, to high degree, companies have recognized the importance of social marketing and their responsibility towards society. Instead of fund raising enterprises have understood the social marketing. We can clearly see some of major health institution providing on day basis free

comprehensive health check-ups programs that stimulates the locality. Educational institution and universities conducting free seminars to induce human sanitation.

As for small enterprises, regardless of the fund raised their focus is in participation. Small organization providing information about mensuration, child labor and early marriage. In addition they take part in improving surrounding areas, tree plantation and participating in government funded social programs. Such minor contribution and participation to making surroundings and nearby areas it possibly enhance the image of the organization attracting more of customers and potential investors.

Conclusion:

The paradigm shift and outlook of local and national organization of Nepal to social events opens the door to study the possibilities of brand enhancement and social closeness with regularity such in. These may be vital reason for change in mind set and gain popularity in market environment. There must be gradual development of society as such to have uniformity. Uniformity in social events by organization but more symptoms of social disorder in society, the contribution and participation might not turn to be fertile. So domestic operates need to have clear visual of location and timing. There can be unattained needs while formulating the concept because at a same time every need can't be held. The diffusion of social efforts needs to have maximum coverage can't be justified in Nepal because of insufficient country's infrastructural development.

Nevertheless, one should take in consideration both the positive and negative consequences of this concept, the possible negative publicity from non-users of the company's products and services. As we can take the example of present Food distribution social campaign by various set of people on the residential areas. All the receiver might not be happier and who unaware will certainly blame on the side of social activists.

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