

## **An Empirical Study on the Social Marketing of Companies in India**

Jinyoung Shin<sup>1</sup>, Jaesin Oh<sup>2</sup>, Dae-Yul Jeong<sup>2\*</sup>

<sup>1</sup> Institute of Indian Studies, Hankuk University of Foreign Studies, Seoul, Korea.

<sup>2</sup> Department of Industrial Management, Gyeongsang National University, Jinju, Korea.

[indialover@hufs.ac.kr](mailto:indialover@hufs.ac.kr), [jsoh@gnu.ac.kr](mailto:jsoh@gnu.ac.kr), [dyjeong@gnu.ac.kr](mailto:dyjeong@gnu.ac.kr) (Corresponding author)

**Abstract.** It's well known that India is a country with high expectations for corporate social contribution and social responsibility. Accordingly, social marketing for sustainable management and corporate responsibility is the main issues in India recently. Social marketing activities in India are more active than in other countries. However, research on the social marketing activities of companies in India has been very limited. In this regard, the purpose of this study is to analyze characteristics of social marketing in India. This study investigates the social marketing activities of the top 100 companies in India based on market cap in 2019. We analyzed their social marketing practices, focusing on the target audiences and marketing topics as realms of social marketing objectives.

This paper used descriptive analysis to analyze the characteristics of social marketing, and variance analysis to test hypotheses by Pearson chi-square test. As a result, the main target audience of social marketing of the top-level of companies was the nation followed by adolescents. In social marketing topics, health care was overwhelmingly high at 49%. The hypotheses test between companies showed that there is a statistically significant difference in social marketing themes according to the nationality of the company as well as in marketing topics by ownership of companies. Although some hypothesis tests are not statistically significant, we could get in-depth implications for the social marketing of companies in India from the results of frequency and variance analysis. The main implications are as follows. First, most companies emphasize health for the whole nation. Second, it is noteworthy that foreign companies have a high proportion of children as target audiences. In conclusion, research on social marketing by Indian companies provides important information for companies in many developing countries to benchmark.

**Keywords:** Social Marketing, corporate social responsibility, target audiences, social marketing topics, companies in India.

## 1. Introduction

India adopted socialism until 1990, leading the industry by state-owned companies (called Public Sector Undertaking: PSU) in India. As a result, there is a growing expectation for the publicity of not only the PSUs but also the private companies. In this social climate and requirements, a corporate law amended in 2013 obligates companies with revenues and profits more than certain levels to spend 2% of their revenues on Corporate Social Responsibility. This event makes India known as a country with high expectations for corporate social contribution and social responsibility despite being a developing country. Moreover, Indian scholars argue that developing countries face many socioeconomic challenges despite having limited resources yet required for innovative approaches to solving various problems through corporate social marketing (Saini and Majumdar, 2015). Considering the above policy and phenomenon, companies in India need to be more active in social marketing than in other countries.

The purpose of this study is to analyze social marketing in India. Most previous studies were about corporate social responsibility (CSR) activity of companies in the industry and academic society. However, research on social marketing activities has been very limited and most of the researches focused on specific fields such as medical and health care or limited organizations such as non-profit organizations or government departments (Joshi, 2018; Mutum *et al.*, 2015). Therefore, it is difficult to understand the social marketing practice of companies in India based on previous researches. Although the marketing planning approach is not a full guarantee for the achievement of social objectives, it represents a bridging mechanism linking the knowledge of the behavioral scientist and the socially useful implementation of social marketing by companies (Kotler and Zaltman, 1971).

To address these limitations and get useful implications, this study investigates the social marketing of the top 100 companies in India. We analyzed their social marketing practices, focusing on the target audiences and marketing topics as realms of social marketing objectives. The purpose of social marketing is to change behaviors of specific audiences and to solve social problems or improve social goods for society with objectives. Therefore, it is very useful to analyze target audiences and topics of social marketing for understanding social marketing in India. The results of this study will not only provide insight into the Indian market, which is a representative emerging market, but also give some implications to the companies who have already entered or are preparing to get into India for planning a social marketing program. It will also provide a new perspective on social marketing polices and strategies to other countries where social marketing is not active.

## 2. Literature Review and Social Marketing in India

## **2.1. Definition and Characteristics of Social Marketing**

According to Kotler and Zaltman(1971), social marketing is an approach to planned social change. It is the design, implementation, and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication and distribution, and marketing research. After Kotler and Zaltman(1971), researches on social marketing emerged and other scholars tried to define social marketing. Lefebvre (2013) defined that "social marketing is an application of marketing techniques to social issues and problems, providing an innovative and developmental framework for solving social problems". Paek (2013) said that "social marketing is a process of developing, implementing, and evaluating programs to induce the voluntary change of individual behavior for the public good by utilizing the technology of commercial marketing". Population Services International (2011), a long-standing NGO organization that promotes social marketing, defined social marketing as "primarily bringing a social good by changing people's behavior for an individual as well as community benefits".

Some scholars attempt to distinguish social marketing from commercial marketing. Lee et al. (2011) pointed out the most important characteristics of social marketing are on target audiences and the objectives or goals, and social marketing principles are the key to convince a change in perception or behavior of the audience. They argued that social marketing is an audience-centered approach and seeks to what audience want to them supports. Moreover, the objectives or goals of social marketing are societal benefit and suitability through changing audiences and environmental conditions. Since social marketing pursues social goods and suitability, social marketing and CSR are hard to distinguish, and some scholars see social marketing as part of CSR activities. Belz and Peattie (2010) suggest that social marketing and CSR are both similar in that they aim to bring benefits to various stakeholders. Therefore, the boundary between CSR and social marketing is blurred. In the same context, government agencies and NGOs used social marketing in 1970, such as promoting smoking cessation, HIV/AIDS and malaria prevention, and wearing helmets. In this trend, private companies gradually participate in social marketing as expanding the scope of CSR activities and get more public attentions (Lee and Kotler, 2011; Kim,2017).

In general, marketing is different from target markets. Social marketing also varies according to the economic situation and people in the implemented place or countries. Social marketing depends on social issues as well as different audiences. Paek (2013) emphasizes that social marketing programs must be carefully planned which considering the various resources such as human resources to solve social problems. Singh et al. (2015) stressed that there are differences in social marketing needs and approaches depending on the degree of development of the country. After reviewing previous overall studies, two of the most important factors to understanding social marketing in a specific society are the target audience and

objectives of social marketing in the country. These are differently adapted depending on each country's conditions or needs.

## **2.2. Theoretical Background of Social Marketing Practices**

Much like commercial marketing, social marketing draws on diverse strategies for achieving their goals and objectives, and social marketing has many different theories. One of the most primary theories for social marketing is exchange theory. In the exchange theory, people pay their money on what they believe has value. We can apply the theory in both targeting audiences and defining entrepreneurship. Basil et al. (2019) claimed that entrepreneurship in a developing country proposes social marketing based on exchange values that can best create a value creation wheel. Exchange theory in social marketing will work when the benefits outweigh the social and financial costs. Another important theory to understand social marketing is a theory of reasoned action and theory of planned behavior. In this theory, humans are rational, and rational humans make decisions rationally. The theory can be useful in social marketing practices (Truong, 2014).

'Health belief model' can apply the realm of objectives in social marketing. According to Rosenstock (1974), individuals act to avoid a disease and it can be a force to propel them. Therefore, it adopted objectives to improve health in social marketing. 'Community readiness model' is one of the social level theories in social marketing. The model contributes both to assess and to build a community's capacity to take action on social issues. Moreover, it is useful to understanding certain communities encourage or dissuade people in specific objectives of social marketing, such as reducing teenager alcohol, drug use, and smoking.

In terms of distribution of social marketing, the 'diffusion of innovation' theory is useful and applied to the occurrence and process of behavior change. This theory proposes the importance of 'opinion leaders' role in the innovation and diffusion process, and it is adopted by the public. Their theories can also be useful to setting the target audiences, objectives, and decision making of companies in social marketing.

## **2.3. Social Marketing Practice of Companies in India**

The history of social marketing in India began with family planning, which started in 1964 at the Indian Institute of Management in Calcutta (Ghazali and Kumar, 2015). They used social marketing to control fertility rates and to encourage the use of condoms among couples. Later, India's Ministry of Health and Welfare adopted some social marketing programs. In the 1990s, the Indian government set up a Social Marketing Organization, which initially campaigned family planning. In the 2000s, Indian private companies became interested in social marketing and developed various social marketing programs. Since the government of India regulated CSR activities legally, companies are carrying out various CSR activities in the long-term perspective. On the other hand, some companies fulfilled social

marketing relatively in a short-term perspective. It points out that myopic social marketing activities are not systematic (Wasan and Tripathi, 2014).

Some studies were about determining the origin of social marketing with the Indian traditional context, which encourages social good. Joshi (2018) studied the social marketing case from a traditional Vedic philosophy. Second, the cases of social marketing conducted lead to social change and social good. Deshpande and Lee (2013) examined diverse social marketing cases of companies as well as organizations in India. They analyzed different businesses from daily supplies to car companies and nonprofit organizations of social marketing in India, also covered different social marketing objectives related to safety, public health, environment protection, community harmony, and so on. Based on the case studies, they gave the implication for social marketers in India.

The other important researches are social marketing strategies in Indian context. Wasan and Tripathi (2014) focuses on the 4P (Public, Partnership, Policy, Purse String) strategy emphasized in previous social marketing research. They analyzed the socio-cultural elements of India. They also stressed to take the 4P into the social marketing program development. Singh et al. (2015) conducted a study analyzing social marketing practices of social enterprises in India.

However, most of the research on social marketing in India was limited in a specific area. Most of them are focusing on specific organizations such as NGOs or health organizations, because government or non-profit organizations had led many social marketing projects (O'Sullivan, 2008; Nwankwo and Gbadamosi, 2010; Sharma and Rehman, 2016). In addition, case studies on specific companies such as health care organizations or social enterprises have limitations in understanding the social marketing status of Indian profit companies and providing implications. Moreover, interest in social marketing of India is just on the rise. Except for some case studies, it is the lack of research on social marketing of Indian private companies and it is difficult to identify comprehensive social marketing of companies India using the previous studies. Therefore, it is not enough to provide sufficient information or implication for companies that intend to do social marketing in the Indian market. In this regard, this study conducted social marketing activities of several companies in India.

#### **2.4. Social Marketing Practices of Companies in India**

In addition to academic research, some social marketing cases posted on the homepages of companies in India for publicity purposes gained public attention. The representative social marketing cases of the top-level companies in each sector are as follows.

Tata Group, a leading business group in India established in 1868 has expanded its business area and now operates in over 100 business areas. Tata Group is the first company to launch the eight-hour labor system (1912), paid leave (1920),

maternity leave (1928), and so on. The group led to the welfare of employees in India. The most notable social marketing case promoted by the Tata Group was the improvement program of the “women's rights” by Tata Suns (holding company) and Tata Tea (food and beverage).

Reliance Industries Ltd., India's No. 1 conglomerate company in sales volume of 2019, has conducted social marketing for the whole nation. In 2015, Reliance conducted a social marketing program that boosted patriotism with a catchphrase called 'Salute Selfie'. In 2019, the Reliance Group is conducting social marketing under the catchphrase “Clean Ganga (clean river)”.

Godreji Group is one of India's largest conglomerates and businesses in the household goods industry including soap and cooking oil. Godreji was carrying out comprehensive and sustainable social marketing with the catchphrase “Good & Green ”, and recently launched campaigns to inform the importance of potential of renewable energy and sustainable development for the people of the underprivileged region. Asia Paint, established in Mumbai in 1942, produces and sells paints, household products, and bathroom products. Their representative social marketing program is 'Safar', which promotes the importance of hygiene and prevention, and awareness of AIDS among truck drivers and others.

Hindustan Unilever has been conducting social marketing focused on hygiene and health for children. In 2013, the company launched a campaign with a catchphrase “Help a Child Reach 5”. The social marketing of this company aims to reduce infant mortality in India where 1.3 million children under five die. In 2018-2019, the social marketing with the catchphrase “Playing Billion” continued to reduce child mortality rates through daily hygiene activities. Power Grid Corporation of India (PSU) conducts social marketing in line with the government's anti-corruption campaign. Specifically, they conducted a marathon with employees and their families to promote honesty and integrity.

### **3. Research Method**

#### **3.1. Research Hypotheses**

According to literature reviews, one of the important factors and distinctive characteristics in social marketing are ‘target audience’ and their behavior change. Moreover, the objectives or goals of social marketing is one of the most distinct characteristics of social marketing from commercial marketing. In this regard, this research focus on a target audience and social marketing topics as part of the objectives’ realm. In addition, target audiences and marketing topics can be different in some group of companies based on theories in previous reviews.

##### **3.1.1. Target Audiences**

India has relatively high government regulations on business activities. The Government of India has also stressed that public corporations should do more

public service activities, including CSR. This trend reflects on social marketing. In the case of ‘Power Grid Corporation of India (PSU)’, the social marketing target is the entire community. On the other hand, Hindustan Unilever and Tata Tea have children and women as their target audiences, respectively. On the other hand, the public sectors pay more attention to minor groups who are not the main target of the private companies.

Although social marketing represents the public interest and not directly advertising the products, private companies cannot be completely free from commercial marketing purposes to raise their brand or product awareness. Particularly, in the case of consumer goods with a relatively main consumer target, it is likely that the purpose of social marketing is for audiences to purchase their products. For instance, Tata Tea’s target audience is women who mainly buy food and beverages. On the other hand, companies in the industrial goods sector are less likely to engage in marketing audiences purchasing consumer goods.

Moreover, the target audience of social marketing depends on who promotes them. In general, CSR activities tend to determine the major areas and targets by business decisions or ownership (Jin, 2019). In the above case, companies in India targeted the whole nation and the adults, while Hindustan Unilever, a foreign company, targeted the children. Foreign companies in India may focus on the targets differently from companies in India.

Therefore, we propose the following hypotheses about target audiences from the research backgrounds and case studies in India.

Hypothesis 1-1: There will be differences in target audiences depending on the ownership of the company (public vs. private company).

Hypothesis 1-2: There will be differences in target audiences depending on the industry sectors (consumer vs. industrial goods)

Hypothesis 1-3: There will be differences in target audiences depending on the nationality of the company (India vs. foreign).

### **3.1.2. Social Marketing Topics**

Topics on social marketing will be different based on the nature of the company and its target audience. In the case described earlier, the marketing topic of ‘Power Grid Corporation of India (PSU)’ is based on integrity, honesty, etc., which is emphasized by the Indian government. On the other hand, private firms focus on improving health, hygiene, and individual conception, and so on. Social marketing topics in private companies are more likely relate to the daily lives of the public.

In the case of Reliance Industries Ltd., an industrial goods company, their social marketing theme is patriotism, which is a general interest as whole in India. On the other hand, Tata Tea decides on a social marketing topic that women might be interested in, such as sharing household chores. Based on the case study, the industrial goods sector has relatively less focus on specific potential consumers than

consumer goods. Therefore, social marketing topics by the industrial goods sector have general themes.

Lastly, the subject of social marketing may be different depending on the company's top decision makers or the company's policies (Chung and Le, 2017). In the case of Tata Steel, an Indian company, the social marketing topic has focused on the environment of garbage and energy, while Hindustan Unilever, a foreign company, emphasized the personal hygiene of children. In other words, representatives of foreign companies may have different perceptions of social issues from companies in India and the topics of social marketing depend on the nationality of the decision makers in the company.

Therefore, we propose the following hypotheses about social marketing topics from the research backgrounds and case studies in India.

Hypothesis 2-1: There will be differences in the topic of social marketing depending on the type of ownership of the company (private vs. public).

Hypothesis 2-2: There will be differences in the topic of social marketing depending on industry sectors (consumer vs. industrial).

Hypothesis 2-3: There will be differences in the topic of social marketing depending on the nationality of the company (India vs. foreign).

### **3.2. Data Collection Method and Samples**

This paper gathered the samples from the top 100 companies list in India's BSE market cap on October 1, 2019 from 'monecontrol.com' which is India's major financial information source for the stock market. We checked the CSR section of their homepages to see their definition of social marketing. Then we carefully reorganized the cases from the homepage of each company. We selected the cases based on the following social marketing conditions or CSR activities: ① the campaign is for the purpose of the public interest, ② it has a program that induces the voluntary change of individual behavior, and ③ the amount of investment and actual program cost for execution. Social marketing programs must be ongoing in 2019, otherwise, the cases should be within the last three years after 2017. Table 1 shows the characteristics of the samples. For researching the selected companies' social marketing, we first chose major projects or programs from each company. Then, we analyzed the major target audience and the topic in terms of fund size and concentration of companies in their social marketing projects.



Table 1: The characteristics of sample

Category		N	Total
Ownership	Private	75	100
	Public	25	
Industry fields	Consumer goods	46	100
	Industrial goods	54	
Nationality	India	75	100
	Foreign	25	

### 3.3. Data Analysis Method

The analysis method includes descriptive statistical analysis to analyze the distribution of collected data and variance analysis for hypotheses test. First, descriptive statistics analysis was conducted to identify the status of survey firms, their target audiences, and their social marketing topics. Target audience were grouped as children, students, adolescents, women, public, local people, underprivileged people, truck drivers, and tribal people based on the research of Basil et al. Therefore, we grouped students and adolescents with overlapping criteria into one item as adolescents, and the general public and local people into a group as well. In addition, this study classified the less numbers of target audience such as underdeveloped local people, tribal people, and truck drivers as 'Others'.

We also grouped similar topics on marketing themes. We grouped clean bodies, clean water use, health care, hygiene, and nutrition as health group; education, IT education, and technical education as education/technology group; environmental protection, water resource protection, and plastic waste reduction as environment group, and; dream, empowerment, and inspiration for future as dream/empowerment group. The rest of the topics assigned into 'Others'.

This paper used Pearson chi-square test to analyze whether there was a difference in social marketing target audiences and marketing topics by groups. For the chi-square test, the number of cases was set to over 25 so that the expected frequency of each cell was 5 or more. We conducted the Cramer's V-analysis to identify the strength of the coefficient and to test the hypotheses.

## 4. Data Analysis and Results

### 4.1. Frequency of Target Audiences and Marketing Topics

Among the main target audience of social marketing of the sample companies, 42% (42 cases) were the whole people of the nation, 21% (21 cases) were Adolescents, 19% (19 cases) were 'Others' category, 11% (11 cases) were children, and 7% (7 cases) were women. In social marketing topics, health care was overwhelmingly

high at 49% (49 cases), followed by 'Others' 20% (20 cases). Anti-corruption, disability care, energy use and conservation, and concessions were included in the 'Others' category. Next, environmental topics were 14%, education/technology 10%, and dreams/empowerment 7%. The education emphasizes the necessity and importance of education in various aspects such as IT education, recognition of the importance of technology, and financial education, and practices this in connection with CSR activities (see [Fig. 1] and [Fig. 2]).

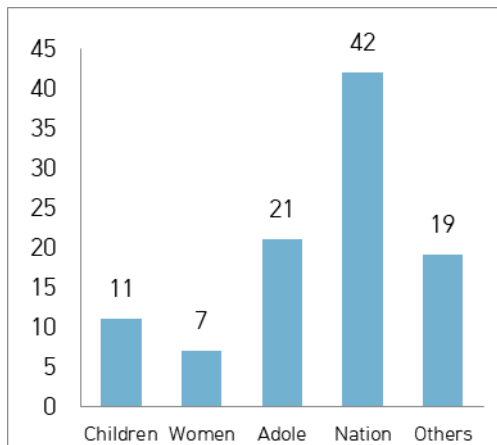


Fig.1: Target audiences of the companies.

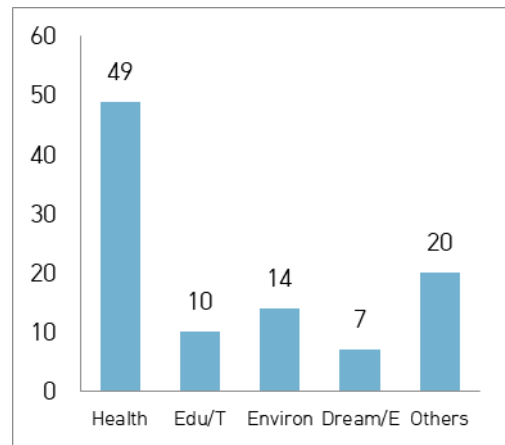


Fig.2: Marketing topics of the companies.

#### 4.2. Hypothesis Test on Target Audience

The result of analysis by type of company ownership is as follows (see also Table 2). 'Nation' has the highest percentage of target audiences both in private and in public sector followed by adolescents. Private firms also have a relatively high proportion of children, while no public corporation targets children. Thirty-six percent of the total private companies and sixty percent of PSUs target the whole nation as a social marketing audience. In the case of private companies, the second-ranking target is children (14.7%), while for PSUs, the next-level target audience is an adolescent (21%). The chi-square test and Cramer's V is useful to test the independence between target audiences by ownership type. The result of Pearson chi-squared value was 6.840 with probability value of 0.145 ( $P > 0.05$ ), which was not statistically significant.

Based on the between group analysis of industry sectors, targeting the nation is the highest in both consumer and industrial goods. In the case of consumer goods, the second largest audience in social marketing is 'adolescents', while the second in industrial goods companies is 'Others'. Specifically, 34.8% of consumer goods and 48.1% of industrial goods have 'nation' as target audiences. In addition, the difference in the proportion of target audience categories by consumer goods or

industrial goods is not as large with value between 1.0 ~ 14.0%. To test the difference in target audience by industry sectors, the chi-square value is 3.637 with probability value 0.459 ( $P > 0.05$ ), which is not statistically significant.

In Indian firms, ‘nation’ category has the highest proportion of target audiences, while the ‘children’ category has the highest proportion in foreign firms. About 40.0% of foreign companies account for children as target audience, while only 1.3% of the selected companies have ‘children’ as target audience. The chi-square test of the target audience by company nationality showed that the Pearson chi-square value is 30.677 with probability of value 0.000 ( $P < 0.001$ ). The Cramer's V-value for the target audience's relationship by company nationality is 0.554, which implies that the strength of the relationship between variables is very strong.

Table 2: Hypotheses test of target audiences of the selected companies

Categories		Target Audience N (%)					$\chi^2$ (p)	Cramer's V (p)
		Children	Women	Adole	Nation	Others		
Ownership	Private	11(14.7)	6(8.0)	16(21.3)	27(36.0)	15(20.0)	6.840 (0.145)	0.262 (0.145)
	Public	0	1(4.0)	5(20.0)	15(60.0)	4(16.0)		
Industry fields	Consumer goods	7(15.0)	3(6.5)	12(26.1)	16(34.8)	8(17.4)	3.627 (0.459)	0.190 (0.459)
	Industrial goods	4(7.4)	4(7.4)	9(16.7)	26(48.1)	11(20.4)		
Nationality	India	1(1.3)	7(9.3)	18(24.0)	35(46.7)	14(18.7)	30.667 (0.000)***	0.554 (0.000)***
	Foreign	10(40.0)	0	3(12.0)	7(28.0)	5(20.0)		

\* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$

### 4.3. Hypothesis Test on Social Marketing Topics

The results of the social marketing topic analysis by company type are as follows (see also Table 3). By type of ownership, private firms have the highest social marketing topic for health care, while PSUs have topics that fall into “Other” such as combating corruption and giving way to ambulances. According to the analysis of the marketing topic by ownership type, 53.3% of private sectors and 36% of public corporations are about health care. In the case of PSUs, 44% of 'others' are high in social marketing topics, while 12% of 'others' in the private sector. The Pearson chi-square value on marketing topics by ownership is 14.073 with probability of value 0.007 ( $P < 0.01$ ), that is statistically significant. The Cramer's V-value is 0.408, which suggests that there is medium correlation between the topics of social marketing by the type of ownership.

By industry, both the consumer and industrial goods have the highest health topics. ‘Others’ such as disability awareness and road safety are also high. On the

other hand, the environmental topic accounts for 18.5% for industrial goods companies, while 8.7% for consumer goods companies. The chi-square test on marketing topics by industry fields showed that the Pearson chi-square value is 2.712 with probability of value 0.607 ( $P > 0.05$ ), which is not statistically significant.

By nationality of company, health care is the highest topic both in Indian and foreign companies, but there is a difference in the second ranking. ‘Environment’ is the second in the researched companies, while ‘Other (road safety and citizenship)’ is the second in foreign companies. The chi-square test on marketing topics by nationality showed that the Pearson chi-square value is 6.090 with probability of value 0.193 ( $P > 0.05$ ), which is not statistically significant.

Table 3: homogeneity test of marketing topics of the selected companies

Categories		Marketing Topic N (%)					$\chi^2 (p)$	Cramer'sV (p)
		Health	Edu/Tec	Environ.	Dream/E	Others		
Ownership	Private	40(53.3)	7(9.3)	12(16)	7(9.3)	9(12)	14.073 (0.007)**	0.375 (0.007)**
	Public	9(36)	3(12)	2(8)	0	11(44)		
Industry fields	Consumer goods	24(52.2)	6(13)	4(8.7)	3(6.5)	9(19.6)	2.712 (0.607)	0.165 (0.607)
	Industrial goods	25(46.3)	4(7.4)	10(18.5)	4(7.4)	11(20.4)		
Nationality	India	36(48)	9(12)	13(17.3)	5(6.7)	12(16)	6.090 (0.193)	0.247 (0.193)
	Foreign	13(52)	1(4)	1(4)	2(8)	8(32)		

\* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$

## 5. Discussion and Conclusions

### 5.1. Discussion and Implications

According to the results, the target audience of social marketing in India was 42% of all citizens, followed by socially disadvantaged people such as children and women. The major of marketing topics were health care, and subsequently environment, education/technology, dream/empowerment, which were also high. Based on the exchange theory, as same as Truong research, it seems that the companies in India regard broadening a target audience such as citizens, more useful for social marketing. ‘Health belief model’ in social marketing objectives can be greatly or well applied in India. Moreover, health care and environment are the most influential issues in India based on the ‘Community readiness model’ as suggested by Bail et al.

The hypothesis 1-3 and hypothesis 2-1 was significant at level 1%. There are differences in target audiences by nationality of companies. There are statistically

significant differences in marketing topics by ownership of companies. Whereas, the results of hypotheses tested about differences in target audiences by ownership type and industrial field were not satisfactory enough. Moreover, hypotheses test about differences in social marketing topics by industrial field and nationality (India vs foreign) were not satisfactory enough. Nevertheless, we could obtain some important implications from the test and frequency analysis. Private companies and foreign companies are more interested in children. Most companies' concerns are about health care. It is traditionally the most favorite topic in social marketing. In the topic analysis by nationality of companies, companies in India are more interested in education, technology, and environment, while foreign companies are approaching various topics such as road safety and citizenship. Regarding this result, Indian companies are more concerned about national human resources development. On the other hand, foreign companies are more concerned and draw their western values into social marketing in India.

The present social marketing of companies in India are as follows. First, it emphasizes health for the whole nation, which is not much different from social marketing trends in other countries. This seems to indicate that Indian society needs an emphasis on health care and the medical environment. Second, it is noteworthy that foreign companies have a high proportion of children as target audiences. This is because the future growth of the Indian market is high. Third, social marketing is less organized than CSR activities in India, however, it is worth that there is a tendency that social marketing is progressing such as promotion of social marketing series around 2015 or various ways based on the same theme. Therefore, companies entering India will need to establish differentiated social marketing rather than simple and corporate image marketing to build that pursuit of 'social good'. Moreover, it is necessary to consider a specialized social marketing program for potential customers.

## **5.2. Conclusions**

The purpose of social marketing is at the behavior or perception change of marketing audiences. It is the most needed activity in developing countries with rapid social change, a lack of well-equipped social infrastructure, and less opportunity to develop basic citizenship. The purpose of this study is to establish the direction of the social marketing of companies in developing countries by analyzing the social marketing practices of companies in India. For this, we collected the survey data from the homepages and articles of the top-level 100 companies in India. The data was enough to analyze the social marketing of the selected companies focusing on target audiences and marketing topics.

Based on the results, we discovered various social marketing topics and the major target audiences of current companies in Indian. Specifically, companies in India seem that it was more profitable and rational to target the broadened citizens rather than specific targets. In terms of marketing topics as a realm of objectives,

the health sector still accounts and is valid in India. The results of different target audiences depending on corporate ownership and different marketing themes according to nationality suggested that the social marketing practices could be different depending on the corporate decision-makers.

This study complements the lack of systematic research and analysis on the social marketing topics and target audiences of private companies. To investigate the status of social marketing of companies in India, the top-level 100 companies' cases have been surveyed, analyzed, and verified. In this regard, the study is meaningful. However, this study only included large companies and public enterprises in India. This paper lacks research on SMEs that are doing well in social marketing. Besides, if marketing topics of the sample companies are more detail, it is possible to find more implications for the strategic marketing planning of the companies in India. More studies with an extended number of samples will derive the appropriate strategies of social marketing for companies in India as well as for foreign companies that will enter the Indian market. Moreover, we do not analysed the 'Other' group more specifically because of less sample. If we get more sample about it, it is possible to get more implications about minor groups.

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