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# GLOBAL RESEARCH ANALYSIS

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## Socio Cultural Issues in Marketing

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**ABSTRACT**

*In today's competitive arena, Marketers have gone to the extent where emotions of viewers are played with. Looking at the present scenario of immoral marketing, it becomes an enormous task to sustain the social and cultural values in our lives. Marketers use maximum marketing tools to get into the race of profit maximizing. They adopt any tools to penetrate and exploit the market. Social and cultural are the hottest tools to target the customers. Marketers have acknowledged that to fly into the aggressive trend they have to get a pace into Socio cultural Marketing. The reality shows like Indian Idol and Voice of India market their programs by showing that they build the career of youngsters from remote area of India, thus, earn handsome profit and sound emotions of mediocre, where as the ads of Tata tea are focusing on public awareness and social progress by the campaign of jago re.com. Airtel ad of two boys playing football on border or May it be the ad Lifebuoy boy cleaning the surroundings single handedly. The latest ad of Pepsi of cricketers again focuses on youth power vs. designations. Even the celebrities have turned to go for social ads, just as Big B Amitabh Bachchan, Juhi Chawala and even the Chini Cum star are spreading the message of Pulse Polio at the Asia Level.*

**KEYWORDS:** Socio cultural marketing, marketing tools, Campaigns, Brands**Social Marketing**

Social marketing is the planning and implementation of programs designed to bring about social change using concepts from commercial marketing. It is also a flexible approach to improve health and reduce health inequalities.

While it is drawn from approaches developed by commercial marketers it is also drawn from the experience of the not-for-profit or non-governmental sector that have for years used social marketing type approaches to support their humanitarian or social aims. (See Exhibit 1)

The primary aim of 'social marketing' is 'social good', while in 'commercial marketing' the aim is primarily 'financial'. This does not mean that commercial marketers can not contribute to achievement of social good. A concept of ads such as LEAD INDIA narrates the concept of social well being. Few other ads of marketers like TATA TEA'S JAGO RE again prove that the companies also want to sell their products via spreading social awareness.

**Cultural Marketing**

"Cultural marketing is way to cater a brand or advertising message to a particular cultural group." More and more companies are using cultural marketing to get the attention of specific demographic groups. (i.e. tangible symbols of a culture, such as the Taj Mahal or the Gateway of India). And more over just as the latest advertisement if DLF Indian Premier League is marketing its second series with a global culture unity.

Cultural marketing is gaining importance worldwide as humans become aware of national and international culture and environmental issues both old and new. Cultural marketing could well be the answer to several pressing issues worldwide and this in itself could be overwhelming for social marketers. Big advertising names like Ogilvy & Mather are often involved in the rigors of cultural marketing. It also attracts customers to understand cross cultural environments. Just as the ads of ATULYA BHARAT may be the KERALA TOURISM

**Socio Cultural Marketing**

Socio cultural evolution(ism) is an umbrella term for theories of cultural evolution and social evolution, describing how cultures and societies have developed over time. Although such theories typically provide models for understanding the relationship between technologies, social structure, the values of a society, and how and why they change with time, they vary as to the extent to which they describe specific mechanisms of variation and social change.

Most archaeologists and cultural anthropologists work within the framework of modern theories of socio cultural evolution. Modern approaches to socio cultural evolution include neoevolutionism, socio-biology, theory of modernization and theory of postindustrial society.

**Implications of Tools in Present Scenario**

Commercial marketers can now put their skill and expertise to bring about social change therefore on every cigarette ad there is an anti-smoking campaign! Except this the latest ads of Condoms are playing vital role to have a safe sex and getting off an awkward feeling of listening the word Condom.

In the late 1980s, Australia began applying social marketing in practice by Health promotion campaigns. Then after Social marketing theories and practices have been progressed in several countries such as the U.S, Canada, New Zealand and the UK, and in the latter a number of key Government policy papers have adopted a strategic social marketing approach. Publications such as 'Choosing Health' in 2004, 'It's our health!' in 2006; and 'Health Challenge England' in 2006, all represent steps to achieve both a strategic and operational use of social marketing. In India, especially in Kerala, AIDS controlling programmes are largely using social marketing and social workers are largely working for it. Most of the social workers are professionally trained for this particular task

**Strategies for Socio cultural Marketing**

With this understanding of Socio Cultural Marketing and its critical contribution to reducing blindness the steps and strategies of designing and implementing an effective social marketing system is as follow:

1. Define priority areas (health, Well Being, psyche etc...)
2. Define priority populations (rural, poor, children, etc.):
3. Community involvement:
4. Design and implement case finding and clinical service delivery strategies that reflect the priorities and take into account the barriers: Some of the strategies for doing this are
  - a. Case finding services at community level through eye camps and village volunteers
  - b. Partnership with the community for all outreach activities
  - c. Active use of aphakics (satisfied customers)
  - d. Patient education through patient counsellors, posters and banners
  - e. For screening eye camp patients free food and transportation to hospital and back.
  - f. Free surgery and stay
5. Monitor Patient satisfaction and visual outcome

**Cross-cultural Issues**

Globalization is an inevitable process in the 21st Century, and so is the cross-culturalization. On the one hand, the world is becoming more homogeneous, and distinctions between national markets are not only fading but, for some products, will disappear altogether. It is suggested that the claims for "a right to culture" by national states in recent years can be important criteria for trade policy making, intellectual property rights protection, and the resource for national interests.

The cross-cultural issues will provide more challenges and opportunities to the marketers in the 21st Century although they might not be totally new in the marketing area. There are many unsolved problems or issues that need to be solved and discussed by the scholars and marketing professionals in theories and in practice. In the theoretic area these themes and issues need to be probed: 1) culture impacts on marketing (international versus domestic); 2) cross-cultural dimensions of marketing research; 3) cross-cultural aspects of marketing mix (products, price, promotion, and distribution); 4) cross-cultural marketing education and professional training; 5) cross-cultural practice in electronic marketing.

In terms of marketing practice, the following points are guidelines to minimize the possible cross-cultural marketing mistakes: 1) develop cultural empathy (recognize, understand, and respect another's culture and difference); 2) be culturally neutral and realize that different is not necessarily better or worse; 3) never assume transferability of a concept from one culture to another; 4) get cultural informants involved into the decision-makings. Ethical points which harm the cultural marketing include:

- ◆ Targeting the vulnerable (e.g. children, the elderly).
- ◆ Excluding potential customers from the market: selective marketing is used to discourage demand from undesirable market sectors or disenfranchise them altogether.

#### Impact of Phases of Socio Cultural Issues

- Issues over truth and honesty. In the 1940s and 1950's, tobacco used to be advertised as promoting health. Today an advertiser who fails to tell the truth not only offends against morality but also against the law. However the law permits "puffery" (a legal term). The difference between mere puffery and fraud is a slippery slope: "The problem... is the slippery slope by which variations on puffery can descend fairly quickly to lies."
- Issues with violence, sex and profanity. Sexual innuendo is a mainstay of advertising content, and yet is also regarded as a form of sexual harassment. Violence is an issue especially for children's advertising and advertising likely to be seen by children. Specially the ads of deodorants and body sprays like "EXE" and Latest ad of Chocolate Boy

#### Positive Impact

The impact of few Socio Cultural marketing tools is very positive such as:

1. Advertisements of lead India spread loyalty for our nation and a feeling to lead something individually

2. The campaigns of Idea Cellular favour nation's development in terms of literacy and democracy
3. The campaign of Tata Tea – Jago re, asking qualification to a political leader and emphasizing to vote in election again favours the company as well as nation.
4. Aaj Tak's Campaign of anti Smoking generates interest and does the social cause as well.

#### Negative Impact

1. The marketing tactics of reality shows such as "War Parivar" to promote the show, Playing with emotions of nation by fake family of a Bomb blast victim
2. Ads of Deo and Body spray Show vulgarity and spoil the mindsets of youth and teenage
3. Ads of Inner wears such as AMUL MACHO temp the human psyche.
4. Ads such of out fits are again harmful to our culture in terms of spoiling the nation's treasure. (See Exhibit 3)

#### The use of ethics as a marketing tactic

"Liberation marketing takes the old mass culture critique — consumerism as conformity — fully into account, acknowledges it, addresses it, and solves it. Liberation marketing imagines consumers breaking free from the old enforcers of order, tearing loose from the shackles with which capitalism has bound us, escaping the routine of bureaucracy and hierarchy, getting in touch with our true selves, and finally, finding authenticity, that holiest of consumer grails."

- Thomas Frank

#### Marketing Strategy

The main theoretical issue here is the debate between free markets and regulated markets. In a truly free market, any participant can make or change the rules. However when new rules are invented which shift power too suddenly or too far, other participants may respond with accusations of unethical behaviour, rather than modifying their own behaviour to suit (which they might not be able to anyway). Most markets are not fully free: the real debate is as to the appropriate extent of regulation.

Catering social morals in ads help marketers to get the attention of a Mediocre of a nation who represents population of the masses. Just as the few of reality shows of television have the concept of bringing the ordinary persons in lime light and make them the celebrities. They market their shows focusing these features. This strategy is the key of success of few reality shows like NAYA ROOP NAYI JINDAGI and may it be INDIAN IDOL.

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