

“Social Marketing” within the Social Entrepreneurship Research Context: A Systematic Literature Review

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Abstract

Social entrepreneurship could be considered as a hybrid model with; profit and non-profit actions, that bleared the traditional boundaries among the public, private, and nonprofit categories, and simultaneously, affordable solutions for societal issues. herein the hybrid package of the “charity and commercial business” at the same, will lead to social enterprises that become prominent economic and social contributors among the globe. Moreover, social marketing refers to the application of the marketing concept catering the social problems with innovative answers. In that light, the objective of this paper is to systemize and organize the contemporary knowledge on social marketing from the social enterprise research context to identify the knowledge gap. Herein; (1) Citation analysis, and (2) Thematic analysis has been conducted to discover core themes within the context. Research articles were selected from well-reputed databases; Web of Science, Social Science Citation Index, and Google Scholar, during the period of September-November 2020. Thematic analysis was conducted, and five parental themes have been developed, (a) Issues within the social marketing context, (b) Social Marketing strategies, (c) Social marketing and organization, (d) Social enterprise dualities, and (e) Implications of the social marketing. Study findings will provide the future research direction for empirical analysis.

Keywords: *Citation’s analysis, hybrid model, social entrepreneurship, social marketing, Thematic analysis*

I. INTRODUCTION

Entrepreneurship is highly regarded as a significant basis for gaining competitive advantage and one of the crucial factors in the economic development and the contentment of societies. It’s about taking the first step which carries the whole world into something revolutionary. However, social entrepreneurship that centers on social value creation instead of merely focusing on financial value creation has become an innovative and emerging concept under entrepreneurship. In light of this, social entrepreneurship is a hybrid model that combines for -profit and non-profit actions that bleared the traditional boundaries among the public, private, and nonprofit categories while providing solutions for societal issues with innovative solutions as a response exactly to the societal problems is the social entrepreneur (Choi & Majumdar , 2014). Indeed, a social entrepreneur who recognizes a business opportunity by providing an innovative way to overcome a specific social issue is considered as a key to entrepreneurship. The package of “charity and business” at same, will lead to social enterprises that become prominent economic and social contributors towards the growth of the country.

Social entrepreneurship provides a framework for all businesses to have their way of success while supporting the whole community. Moreover, generating job opportunities, tackling poverty, sustaining social services, and resolving many environmental issues are a few contributions of social entrepreneurship (Gunawardena & Mudalige, 2019). The innovative ideas and new business strategies motivate social entrepreneurs to resolve the problems namely; poverty, corruption, limited access to education, clean water, finance, and health care while getting the maximum use of scarce resources (Abeysekara, 2019). The use of both entrepreneurial and business skills in reaching the double bottom line, economic and social, are

encouraged social entrepreneurs to be flourished within the country. Thus, the motto of “do well by doing good” directs social entrepreneurship towards “make the world a better place”. Most likely, social enterprises are limited in their marketing strategies to the products and services which they offer. Nevertheless, the marketing framework can be applied to address several social issues, and applications of marketing principles for the good of society have led to emerging the concept of “social marketing”. Consequently, social marketing plays a vital role in the success of social entrepreneurship.

Social marketing gives its focus on changing the behaviors of the consumers to the benefit of the consumer and/or to the community at large (Kotler & Lee, 2008). The application of marketing concepts to social problems which develops a framework of building innovative answers to societal issues is social marketing (Lefebvre, 2013). Social marketing surrounds all the activities of traditional marketing which enable the process of exchange including customer focus, situational analysis, market research, segmentation, target marketing, 4 Ps strategies, and implementation of marketing strategies (Kotler & Lee, 2008). Both commercial and social marketing is focused on the change in consumer behavior but, commercial marketing concerns the change in consumer behavior for the benefit of the company and stakeholders while social marketing concerns the change in the consumer behavior in terms of benefitting both individual and society (Kotler & Lee, 2008). Accordingly, commercial marketing targets the increase in profits by encouraging the purchase of goods while social marketing concerns the adoption of new behaviors by changing the existing behaviors which will benefit both the individual and society. The ultimate target of social marketing is working for the betterment of society rather than focusing only on generating profits.

Marketing scholars have revealed social marketing is an effective and efficient concept that influences consumer behavior and society (Beall et al., 2012). Nevertheless, social marketing must concern the ultimate impact and the processes of social marketing campaigns to fully realize the opportunities. However, social marketers could able to influence the acceptability of social ideas through developing, implementing, and controlling social marketing programs with the involvement of 4Ps, and marketing research (Kotler & Zaltman, 1971). The social marketing concept will offer benefits to the society, environment, and businesses and it encourages the introduction of innovative products that contribute towards the betterment of the whole society in the long run while satisfying the consumers.

Consequently, social entrepreneurship and social marketing is closely link and social marketing would able to assist the social entrepreneurs in becoming more successful.

II. RESEARCH OBJECTIVE

The principal objective of this paper has been to systemize and organize the contemporary knowledge on social marketing from the social enterprise research context to spot the knowledge spaces which will be immeasurably sensible for future studies.

III. RESEARCH METHOD

Researchers conduct a systemic literature review to achieve our aforementioned objective (Gupta et al., 2020; Hota et al., 2019) since the approach led to observe diverse themes within the social marketing concept and to reflect on the missing links to future researchers. In that context; (a) Citation analysis, and (b) Thematic analysis has been conducted to discover core themes within the context of social marketing. Research articles were selected from well-reputed databases such as Web of Science, Social Science Citation Index as well as Google Scholar databases during the period of September-November 2020.

IV. FINDINGS AND DISCUSSION

Among the research database, 112 research articles have been analyzed thematically based on the social marketing perspective within the social entrepreneurship context. Align with the objectives, citation analysis has been conducted, and articles with more than 50 citations were summarized and illustrate in Table 1.

Table 1: Citation Analysis

No	Title	Authors	Year	Journal Name	Num citation
1	Problems and challenges in social marketing	Bloom, et al.,	1981	Journal of marketing	555
2	Critical social marketing – The impact of alcohol marketing on youth drinking: Qualitative findings	Gordon, R., et al.,	2010	International Journal of Nonprofit and Voluntary Sector Marketing	53
3	Concepts in Conflict: Social Marketing and Sustainability	Brennan, L. and Binney, W.,	2008	Journal of Nonprofit & Public Sector Marketing	55

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4	What Is and What Is Not Social Marketing: The Challenge of Reviewing the Evidence	McDermott, L., et al.,	2005	Journal of marketing Management	173
5	Selling climate change? The limitations of social marketing as a strategy for climate change public engagement	Corner, A. and Randall, A.,	2011	Global environmental change	261
6	Fresh ideas: services thinking for social marketing	Gordon, R., et al.,	2013	Journal of Social Marketing	115
7	Developing more effective social marketing strategies	Wymer, W.	2011	Journal of Social Marketing	267
8	Social marketing: implications for contemporary marketing practices classification scheme	Brodie, R., et al.,	2008	Journal of business & industrial marketing	132
9	On the Effectiveness of Social Marketing—What Do We Really Know?	Helmig, B. and Thaler, J.,	2010	Journal of Nonprofit & Public Sector Marketing	94
10	Social Marketing and Sustainable Tourism is there a Match?	Dinan, C. and Sargeant, A.,	2000	International Journal of Tourism Research	152
11	Investigating the role of corporate credibility in corporate social marketing: A case study of environmental initiatives by professional sport organizations	Noe, Y. and Kent, A.,	2012	Sport Management Review	78
12	Social marketing: A pathway to consumption reduction?	Peattie, K. and Peattie, S.,	2009	Journal of Business Research	674
13	Social Enterprises and the Timing of Conception: Organizational Identity Tension, Management, and Marketing	Smith, B.R., et al.,	2010	Journal of Nonprofit & Public Sector Marketing	89
14	Framing social marketing as a system of interaction: A neo-institutional approach to alcohol abstinence	Cherrier, H. and Gurrieri, L.,	2014	Journal of Marketing Management	58
15	Social Marketing: Its Place in Public Health	Ling, J.C., et al.,	1992	Annual review of public health	224
16	Social marketing and social influences: Using social ecology as a theoretical framework	Collins, K., Tapp, A. and Pressley, A.,	2010	Journal of Marketing Management	62
17	Systems-thinking social marketing: conceptual extensions and empirical investigations	Domegan, C., et al.,	2016	Journal of Marketing Management	92
18	Smart metering for residential energy efficiency: The use of community based social marketing for behavioral change and smart grid introduction	Anda, M. and Temmen, J.,	2014	Renewable energy	121
19	social marketing: an approach to planned social change	Kotler, P. and Zaltman, G.,	1971	Journal of marketing	4066
20	Marketing Social Marketing in the Social Change Marketplace	Andreasen, A.R.,	2002	Journal of Public Policy & Marketing	1199

21	Social marketing at a critical turning point	French, J., et al.,	2011	Journal of Social Marketing	51
22	The use of personalized social marketing to foster voluntary behavioral change for sustainable travel and lifestyles	Haq, G., et al.,	2008	Local Environment	51
23	Defining social marketing: beyond behavioral change	Saunders, S.G., et al.,	2015	Journal of Social Marketing	84
24	Social marketing: A behavior change technology for infection control	Mah, M.W., et al.,	2006	American journal of infection control	51
25	Social marketing for the environment: using information campaigns to promote environmental awareness and behavior change	Maibach, E.,	1993	Health promotion international	170
26	Sustainability for behavior change in the fight against antibiotic resistance: a social marketing framework	Edgar, T., et al.,	2009	Journal of Antimicrobial Chemotherapy	92
27	Social Marketing for Social Change	Lefebvre, R.C.,	2013	Social Marketing for Social Change	260
28	Up, up and away: social marketing breaks free	Dibb, S.,	2014	Journal of Marketing Management	122
29	The nature and influence of motivation within the MOA framework: implications for social marketing	Binney, W., Hall, J. and Oppenheim, P.,	2006	International Journal of Nonprofit and Voluntary Sector Marketing	65
30	Social marketing campaigns aimed at preventing drunk driving A review and recommendations	Chao, P., et al.,	2009	International Marketing Review	75
31	Intervening in academic interventions: framing social marketing's potential for successful sustainable tourism behavioral change	Hall, C.M.,	2016	Journal of Sustainable Tourism	57
32	We care a lot: Formative research for a social marketing campaign to promote school-based recycling	Prestin, A. and Pearce, K.E.	2010	Resources, Conservation and Recycling	71
33	Reducing alcohol-impaired driving crashes through the use of social marketing	Rothschild, et al.,	2006	Accident Analysis & Prevention	146
34	Evaluation of the Energize Your Life! Social Marketing Campaign Pilot Study to Increase Fruit Intake Among Community College Students	Shive, S.E. and Morris, M.N.,	2006	Journal of American College Health	97
35	Economic evaluation of the anti-stigma social marketing campaign in England 2009–2011	Evans-Lacko, S et al.,	2013	The British Journal of Psychiatry	73

Source : Author developed

Thematic analysis was conducted to evaluate how the research on social marketing has been evolved with the social entrepreneurship context. Accordingly, identified that the concept has been intensively researched and evolved based on five parent themes and sub-themes and illustrate in Table 2:

Table 2 : Thematic Analysis

Parent Theme	Sub-theme	Authors
<i>Theme 1 : Issues within the social marketing context</i>	Issues within the social marketing context	Deshpande, S.,(2019), Pechmann, C.,(2002), Zhou, Y., et al.,(2009), Bloom, P.N. and Novelli, W.D.,(1981), Cork, S.(2008), Duane, S., et al.,(2016), Hastings, G. and Saren, M.,(2003)
	Social marketing and behavioural change	Gordon, R., et al.,(2010), Rossiter, J.R. and Jones, S.(2004), Brennan, L. and Binney, W.,(2008), McDermott, L., et al.,(2005)
<i>Theme 2 : Social Marketing strategies</i>	Innovation and communication within social marketing	Dann, S.,(2007), Holden, L. and Holden, A.C.,(1998), Corner, A. and Randall, A.,(2011), Primack, B.A., Bui, T. and Fertman, C.I.,(2007), Gordon, R., et al.,(2013), Wymer, W.(2011), Saini, G.K. and Mukul, K.,(2012)
	Retail marketing and social response	Holweg, C. and Lienbacher, E.,(2011), Brodie, R., Brady, M. and Domegan, C.T.,(2008), Helmig, B. and Thaler, J.,(2010), Basil, D., et al.,(2014), McKay-Nesbitt, J., et al.,(2012)
<i>Theme 3 : Social marketing and organization</i>	Profit orientation and social marketing	Gordon, R., et al.,(2016), Howard, N., et al.(2003), Dinan, C. and Sargeant, A.,(2000), Lavack, A.M., et al.,(2008), Leo, C.,(2013), Papakosmas, M.F., et al.,(2012), Polonsky, M.J.,(2017), Singh, S.,(2008), Brennan, L., et al.,(2014), James, R., et al.,(2010), Kataria, M. and Larsén, K.,(2009), Noue, Y. and Kent, A.,(2012), Peattie, K. and Peattie, S.,(2009)

	Non-profit orientation and social marketing	Martens, C.,(2010), Morris, M.H. and Joyce, M.L.,(1998), Bonaparte, Y.L. and White, S.D.,(2020), Madill, J. and Abele, F.,(2007), Jackson, C.S. and Smith, K.H.,(2014), Novelli, W.D. and Workman, B.,(2011), Newton-Ward, M.,(2007), Basil, M., et al.,(2015), Madill, J. and Ziegler, R.,(2012), Freitas-da-Costa, M., et al.,(2011), Smith, B.R., et al.,(2010), Slater, A.,(2010), Lou, C. and Alhabash, S.,(2018), Singh, A. et al.,(2015), Nitterhouse, D.,(1999), Rudov, L., et al.,(2017), Talbert, P.Y.,(2008), Cherrier, H. and Gurrieri, L.,(2014), Mitchell, A., et al.,(2016), Alves, H.,(2010), Ling, J.C., et al.,(1992), Beerli-Palacio, A. and Martín-Santana, J.D.,(2009)
<i>Theme 4 : Social enterprise dualities</i>	Role of the social marketing	Collins, K., et al.,(2010), Domegan, C., et al.,(2016), Domegan, C. and Bringle, R.G.,(2010), Bradley, T., et al.,(2001), Anda, M. and Temmen, J.,(2014), Kotler, P. and Zaltman, G.,(1971), Andreasen, A.R.,(2002), French, J., et al.,(2011), Haq, G., et al.,(2008), Haq, G., et al.,(2013), Ma, L., et al.,(2017), Hwang, J. and Kandampully, J.,(2015), Saunders, S.G., et al (2015), Russell-Bennett, R., et al.,(2019), Mah, M.W., et al.,(2006), Maibach, E.,(1993), Olson, S.J.,(2014), Edgar, T., et al.,(2009), Lefebvre, R.C.,(2013), Watne, T. and Brennan, L.(2011), Walter, C.G. and Agron, P.,(2003), Venturini, R.,(2016), Meyer-Emerick, N., (2015)
<i>Theme 5 : Implications of the social marketing</i>	Practical implications within the social marketing context	Dibb, S., (2014), Carter, S.M., et al.,(2017), Binney, W., et al.,(2006), Chao, P., et al.(2009), Kim, J.,(2014), Kassegne, S., et al.,(2011), Kataria, M. and Larsén, K.,(2009), Hall, C.M.,(2016), Gordon, R. and Moodie, C.,(2009), O'Reilly, N. and Madill, J.,(2007), Prestin, A. and Pearce, K.E. (2010), Rothschild, M.L., Mastin, B. and Miller, T.W.,(2006), Lowe, B., Lynch, D. and Lowe, J.,(2014), Lowe, Bet al.,(2015), Lou, C. and Alhabash, S.,(2018), MacAskill, S., et al.(2008), Marshall, K.P. and Brown , U.J.,(2004), McGovern, E.,(2007), Powell, J., Tapp, A. and Sparks, E.,(2007), Lavack, A.M., et al.,(2008), Singh, S. and Dhir, S.,(2009), Madill, J., et al (2014), Hull, S.J., et al.,(2017), Lynskey, V.M., et al.,(2018), Maksimovic, L., et al.,(2015), Shive, S.E. and Morris, M.N.,(2006), Kalyoncuoglu, S. and Faiz, E.,(2017), Evans-Lacko, S., et al.(2013), Millett, C., et al.,(2005), Llauradó, E., et al,(2018)

Source : data analysis

The identified five parent themes have been elaborated by the authors comprehensively as follows;

Issues within the social marketing context

Social marketing with the issues, challenges and barriers has been immensely studied by scholars (Deshapande, 2019; Pechmann, 2002; Bloom & Noveli, 1981) and the behavioral change has been addressed further by Gordon et al. (2010) within

the context, we identified several studies with a SWOT analysis where the social marketing has identified deeply within the contemporary challenges.

Social Marketing strategies

Among the research context, social marketing strategies recognized as a popular segment whereas scholars identified different strategies, communicative, innovative and market oriented within the social enterprises (Corner & Randall, 2011; Gordon et al., 2013; Brodie et al., 2008).

Social marketing and organization

Organizational context within the social marketing could be considered as an effective research area, where as many scholars enriched the literature by two organizational contexts, both profit-oriented (Howard, et al., 2003; Peattie & Peattie, 2009; Dinan & Sargeant, 2000) and Non-profit oriented (Smith et al., 2010; Ling et al., 1992).

Social enterprise dualities and implications of the social marketing

Further, scholars have addressed the dual nature of the social enterprises (Andreasen, 2002; Malibach, 1993) whereas the implications of the social marketing were investigated (Shive & Morris, 2006).

Within the context of social marketing, both commercial and social objectives are focused on the change in consumer behavior. Despite the focus, commercial marketing moreover concerns the company and stakeholders' benefits, while social marketing concerns both the individual and society benefits (Kotler & Lee, 2008). Accordingly, social marketing concerns the adoption of new behaviors by changing the existing patterns within the organizational context, which benefits society in long run. Therefore, the ultimate target of social marketing strives to achieve the objectives of society and long run economic prosperity.

Conclusion

This paper intended to critically review the extant literature on Social marketing within the Social Entrepreneurship research domain. In other words, this paper intended to explore to which degree the extant investigations have attempted to understand the “Social marketing” within the research setting. With the present socio-economic development and market fluctuations, investigations on social enterprises are getting popular among the business and economic research agenda. Moreover, the concept of Social marketing will offer benefits to the society, environment, and businesses while encouraging an innovative approach to social enterprises.

The research area is an emerging state, whereas, we have reviewed 112 research papers, categorized and coded to present the discussion in a systematic way, by (a) Citation analysis and (b) Thematic analysis. From the analysis, we discovered five parental themes on which the research topic has been researched, namely: (1) *Issues within the social marketing context*, (2) *Social Marketing strategies* (3) *Social marketing and organization*, (4) *Social enterprise dualities* and (5) *Implications of the social marketing*.

Contributing to the extant body of knowledge further, we identified number of research gaps that future researchers can address basically by an empirical study. Authors intended to enrich the knowledge-base by exploring the themes through which social marketing has been researched and identified gaps for future researchers.

As a summary, the identified parent themes and sub-themes will enrich the knowledge-base of the social marketing context, as an emerging research area. Therefore we suggest the future research directions as social marketing within the social entrepreneurship discipline within the “Developing country perspectives” specially the empirical research and “dualities or hybrid nature of the concept” empirically. At the concluding remarks, the authors highly recommends the empirical testing of this dual concepts within different economic settings, specially Developing country perspectives.

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