Research Article

'Public Marketing in India: Ethical Issues and Social Reality'

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Abstract

Marketing is a well-established business backbone and, as a result, integrated into the operations of organizations of all kinds, whether they fall within the profit margin or not. Governments have been slow to use marketing methods for a variety of reasons. However, even within this sector it is increasingly accepted that marketing has a role to play and can contribute to the development and implementation of a high quality responsive public policy. An important consideration in dealing with the bias present in public advertising is the realization that the public marketing campaign begins with the assumption that it is larger than the target audience. By campaigning for change, the campaigner believes that targeted audiences may be behaving inappropriately, or not engaging in a 'better' lifestyle.

Introduction

Public marketing as a marketing sector has been around for 40 years but has recently gained popularity in the Australian government marketing context. As a management practice, public marketing is based on the adoption of marketing philosophy, and the modification of marketing tools and strategies, to help facilitate behavioural change. Key areas in which public advertising has been implemented include health, road safety and exercise. This monograph was authorized to provide an overview of the current state of public marketing and its potential performance in Queensland government operations. The paper looks at the development of social marketing and its application from a theoretical and practical point of view.

Public marketing, as the name implies, is based on commercial theory and practice. However, when considering the use of public marketing especially in non-commercial sectors, the practice of public marketing takes a series of related fields that include social science, psychology and other social work activities. As it grows in popularity, public marketing has continued to emerge. It is currently a highly flexible field with new features and emerging ideas, especially in terms of the role that social media can play in contributing to structural change.

The advantage that public marketing has in dealing with ethics is considered to be high that public marketing is accompanied by voluntary change. When a campaign violates cultural norms in a specific market, public marketing offers the option to accept or reject it. It is a conflict between the supply of products of two preferred lifestyles, rather than an attempt by government or social change organizations to eliminate a specific culture. This may not always please the cultural group where they receive the campaign, however, it becomes a matter for

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them to promote the natural benefits/height of their public product ahead of what is offered by the public marketing campaign.

Objectives of the Study

To introduce the status and social reality of the public marketing in India as well as to examine the ethical issues and problems for effectively execution it.

Hypothesis

Public-social marketing has poor condition due to its various social and ethical issues and problems to execute effectively in India.

Method and Design of the Study

This paper is based on analytical design of the study which used non-participatory scientific observation notes and secondary data of the literature and various public marketing and survey conducted in India. The information and fact were compiled from secondary data source and analysed it on the basis of the objectives and hypothesise. The result and inferences would be presented on social reality on the status of the status and ethical issues of the public marketing in India.

Analysis and Discussion

- **Social Marketing: Concept**

Public marketing is a defined sub-category of marketing. Although public marketing is an important part of government marketing, not all government marketing is public marketing and not all public marketing is done by the government. To define what "public marketing" means the next section defines the term, use of public marketing and the limits of what constitutes social marketing. For those unfamiliar with the terms of marketing and public marketing words.

- **What is social marketing....**

Public marketing is part of the overall strategy of strategic marketing management, and draws on its core philosophy and theoretical frameworks that are central to the field of marketing. It aims to transform voluntary behaviour based on providing an alternative that is superior to the current behaviour. Public marketing does not force people to change their behaviour. Instead, the new behaviour is 'sold' to target people who accept it as a preferred lifestyle. Transformation is therefore based on persuasion. As a result of focusing on individual change voluntarily, the public marketing practice is consumer, rather than professionally driven. It is this emphasis on customer-driven solutions that is the main defining principle of social marketing.

According to Andreasen's description given above the purpose of public marketing is to "improve personal and social well-being". Public marketing recognizes the role of the individual in transforming society in two ways. First social change is thought of as the sum of individual changes and secondly, the individual has an impact on those around him, so individual change has an impact on the social and social level by ensuring that these effects are positive.

- **Which community marketing is not**

Public marketing is not the only method used to promote behaviour change between targeted groups. Governments may use alternative marketing strategies to force changes in

behaviour, in the two most common ways identified by Rothschild (1999) as educational programs and legal interventions. Social Marketing is not an education system.

Social media does not think that people are rational. Educational programs are different from public advertising because they take it for granted that, if presented with relevant facts on a particular issue, people will make the right decision to change their behaviour. In fact, this method does not work for most people. Public Marketing is not a Legal Intervention. The second level of public policy adopted by governments to change behaviour is to legislate. While this is a very effective way to ensure significant changes in behaviour in the short term, it is not public marketing-even if the change is highly publicized-because the decision to change behaviour is not voluntary. Rather it is a compelling method that makes it out of the realm of public marketing practice.

- **Community Marketing and Other Community-Based Marketing Activities**

Donovan and Henley (2003) briefly illustrate in the following diagram how public marketing interacts with other marketing activities. Briefly, each of the marketing activities highlighted above is described as follows:

➢ **Not for profitable marketing:** marketing activities used by non-profit organizations to achieve organizational goals that may or may not involve behavioural change. Marketing cause: occurs when a for-profit organization forms a partnership with a communications organization in such a way that the sale of business products helps to promote or fund the cause.

➢ **Pro-social marketing:** refers to a commercial organization that promotes a reason directly related to the target audience.

➢ **Public marketing:** occurs when an organization not only balances the needs of the organization and its customers, but makes it clear that it has a social responsibility to achieve its commercial goals.

➢ **Business philanthropy:** the adoption of causes is a commercial business that does not have a direct relationship with the sale or the target market of the company.

There is a huge accumulation between different aspects of community-based marketing activity. It can be seen that public marketing activities can work in conjunction with both profit-oriented and not-for-profit organizations. However, not all non-profits fall under the umbrella of public marketing. Similarly, while for-profit organizations may be involved in social advertising activities, most of the marketing activities carried out in the for-profit sector do not fall within the scope of public marketing. Public sector marketing can add complexity in that the diversity of public services means that different public sector enterprises can be involved in any or all of these sub-components of marketing.

Difference Between Public Marketing and Commercial Marketing

Sr.No.	Social Marketers	Commercial Marketers
1	You want to do good with risk management	You want to make money with managing risk acceptance
2	Funded by taxes and donations with long-term ethical policy	Funded by investment with short-term ethical policy
3	Public accountability and hard-to-measure performance	Responses privately and performance is easily measured by profit, market share

4	Frequently directs controversial treatment	It usually directs non-controversial treatment; it may choose to identify controversial products
5	Usually choose the most dangerous, hard-to-reach targets	Choose the most accessible and low-risk
6	Participating decision marketing and decisions influenced by political demands	Hierarchical decision making and decisions made with the return on investment or profit value
7	Competitive-based relationships based on competition	Frequent selection (3 - 5 years cycles) Rare management shifts

(Adapted from Andreasen, A (2000), Ethics in Social Marketing, Georgetown University Press)

- **Sections of Effective Social Marketing**

The current success of social marketing depends on many factors, both within and outside the control of the social advertiser. At this stage, the emphasis is on the elements that can be controlled, modified or used by public marketing professionals. In this case, the section examines:

- ✓ Use and familiarity with commercial marketing
- ✓ Three levels of public marketing
- ✓ A mix of community marketing
- ✓ Problems with the effective use of public marketing, and
- ✓ A five-pronged public marketing model.

- **Moral marketing ethics issues**

Social marketing ethics areas can be divided into three functional categories such as:

- ✓ The ethical principles of the transformation process
- ✓ The principles of content change campaign
- ✓ The behaviour of the effects of change

- **Procedure for Changing Values: Considering Height**

Public marketing is a biased natural process, and as a result, supporters of public marketing should realize that they will always see their campaign as emerging rather than ethical. One of the findings of Andreasen (1993) which includes the slogan "for the betterment of their own well-being and that of their community" in the definition of public marketing that each campaign begins with the assumption that it works for the betterment of the community, by improving lives. Government-based public marketing campaigns also begin with the natural assumption that they serve the public-either through existing policy implementation, or through policy implementation and campaigns from newly or newly elected parties. Even when a campaign is under way to support and promote existing behaviour, the idea is that without a campaign, the target market will not continue with 'better' or 'appropriate' behaviour.

- **Code of Conduct Campaign Content**

Each public marketing campaign will deal with a different set of ethical issues based on the content of the campaign material. Common problems in campaign content settings include:

➢ That you will only provide complete information, incomplete information or attractive information only to the intended recipient. Many social media campaigns choose to err on the side of mass information, and as a result, end up with less effective messaging strategies. However, where simple messages are used, such as the Speed Kills campaign, critics argue that the simple message promotes ignorance of the full facts of the matter.

➢ The conflict between the appropriate product strategies in the target market, and the social norms of other social groups. In particular, this area is often highlighted by the conflict between those who promote harm reduction compared to those who promote behavioural abstinence (any part of risky behaviour is more dangerous. Will work).

➢ The conflict between relevant advertising messages, and the effective use of the most effective or efficient message channels, and the broader public perceptions of advertising and promotions. For example, although the message of safe injections may be more effectively delivered through direct mail directed at high-risk youth, it may be easier to criticize direct email campaigns as promoting harmful behaviour. Similarly, message channels may be considered the most expensive way to communicate with a targeted market.

Targeted Outcomes

The most obvious place for ethical considerations in public marketing campaigns is to look at the intended outcomes of the change campaign. For example, although literacy and education campaigns are often regarded as unethical, the intended results of the campaigns promote both ethical and practical considerations. The most obvious consideration is whether infrastructure is available to assist the targeted learning market. At the actual level, does the school have a place for so many students? Are there enough resources to deal with student migration? At the moral level, is it ethical to create a need for education where there may not be adequate resources for the provision of that education?

Similarly, does motivating students who do not regularly go to school to reduce the level of experience of those attending it without interruption? These are some of the ethical principles that are met with even the least sophisticated campaign such as children's literacy and education.

- **Unintended Consequences**

Promotional advertisers need to consider the unintended consequences of the unintended outcome as the issue of ethics is often met with justified levels of disbelief. However, before dismissing the unintended or unintended consequences of a social change campaign such as the need for intellectual ability, all public marketing campaigns need to be careful where they draw the line at what effect they can call 'that from the campaign. In the previous example, incentive education could lead to smart students from rural and regional areas deciding that there are no adequate job and education opportunities available in their areas, and as a result.

The intended outcome of the campaign was to increase literacy and education, and the unintended effect was to promote the migration of people from rural to urban areas as people sought higher levels of education which had a negative impact on rural communities. One area of unintended un-intended consequences is the result of launching campaigns that focus on self-improvement and individual control in cultures where certain individuals or groups of society are expected to be dominated by another. Historically, campaigns involving female fertility have led to a shift in gender stereotypes. When a decision about the number of children in a family is traditionally left with a man who is pregnant with his partner.

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Conclusion

Public marketing campaigns start with the assumption that they are bigger than the target audience as the campaigner believes the target audience may be behaving inappropriately, or not engaging in a 'better' lifestyle. Consideration of the ethical principles of a change campaign includes the provision of complete information, incomplete information or information that is highly influential to the target person in conflict between appropriate product strategies in the target market, and the social values of other social groups. the conflict between proper advertising messages, and the proper use of the most effective or efficient messaging channels, as well as the broader public opinion of advertising and promotions. Public marketing needs to consider both the intended outcome and the unintended potential of the campaign when examining the ethical principles of a social change program.

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