

Book Review : Social Marketing in India

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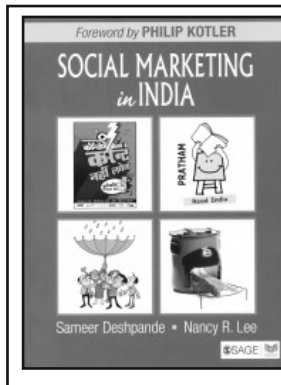
Abstract

The present book review is of the book - *Social Marketing in India* written by Sameer Deshpande and Nancy R. Lee. Usually, social marketing is confused with social media marketing, but both these terms differ from each other. The book has explained the concept of social marketing and its application not just in healthcare, but also in other public health-related services. The book also talks about non healthcare services as that of poverty, illiteracy, its pros and cons. The book has discussed about the concept of social marketing in the Indian context by using various cases of Indian origin. The book would be useful to the professionals all around and the government to know the challenges involved in social marketing and how to overcome these challenges by using various social marketing strategies as discussed in the book.

Keywords : social marketing, marketing strategies, social media marketing

JEL Classification : M310, M370, M390

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Book: Social Marketing in India

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Binding: Paperback

Social marketing is an upcoming field in marketing, which has been a field which can be researched and developed. The book has mentioned that the term 'social marketing' has been taken in the wrong way, and the authors have presented (in detail), the actual meaning of social marketing. The examples and cases given in the book are all in the Indian context, hence the very apt name of the book *Social Marketing in India*. The book has its foreword by Philip Kotler. The book is divided into five parts, where Part I contain Chapters 1, 2, 3; Part II contains Chapters 4, 5; Part III contains Chapter 6, 7, 8 ; Part IV contains Chapters 9, 10, 11, 12, 13, 14 ; and Part V contains Chapters 15, 16, and 17. The Chapters are followed by the Epilogue, the Appendix, Name Index, and Subject Index.

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Part 1: Understanding Social Marketing

The book starts with the definition of social marketing, which starts with the quote of Sanjib Kumar Jha, Manager of Social Marketing, Futures Group International. The book also has a case study of SEWA bank. It has evaluated the case study with appropriate graphs, and the authors have also generalized the meaning of social marketing. The origin of the concept of social marketing is discussed. The authors have explained that there is a difference between social marketing and other marketing concepts, and that there is always confusion between non-profit marketing and social marketing. The introductory chapter ends by discussing the role of marketers in social marketing.

The second chapter talks about the strategic marketing planning process, where the authors have given the 10-step marketing planning process that trains and encourages those in positions responsible for influencing public behaviors to undertake a systematic and comprehensive approach to behaviour change rather than jumping to the stage of producing just ads or distributing condoms. The authors have presented the case study of Janani's Surya Clinics and have conducted an in-depth analysis of the same. Similar to the first chapter, the authors have devised a planning process for social marketing in general, and in the conclusion, the summary of the entire process is presented diagrammatically. The third chapter talks about the 16 tips of success in social marketing, which has been explained with a case study and few theories which further have been explained with various tips, which depict real-life scenarios.

Part II: Analysing the Social Marketing Environment

The fourth chapter talks about the research needs and options pertaining to social marketing. The chapter starts with the myths of Alan Andreasen, a social marketer, which is broken during the course of the chapter. There is a case study on Parivar Seva Sanstha, which has been analyzed in depth with various pictures, tables and graphs, which are self-explanatory. The chapter proceeds further to the research terminologies, where the process is explained with various examples. The chapter ends with the research process with an example.

The fifth chapter talks about choosing the plan and conducting a situational analysis. With the help of a case study, the situational analysis is conducted. Various effects have been explained talking about the strengths and weaknesses. The chapter ends with the role of research, which is also explained with Pratham's Read India Movement.

Part III: Selecting Target Audiences, Objectives, and Goals

The sixth chapter is on segmenting and targeting in Social Marketing, where a case study on Maruti Suzuki India has been dealt with and adopted using the targeting and positioning concept on the same. Further, the authors have given the steps for selecting the target audiences and segmenting the market. Various variables used for the same have been presented in a tabular form for easy understanding. The stages of the change model have been presented in this chapter. With many approaches stated in the chapter for segmenting and targeting, the chapter ends in appropriate ways in selecting the approach, which is explained using an example.

The seventh chapter talks about setting the behavior objectives and goals. The opening case is the promotion of self-reliance from British rule. The case talks about marketing mix strategies of the case. Then the chapter proceeds to discuss the behaviour objectives involved in the various campaigns.

The eighth chapter is about identifying the barriers, benefits, and the competition. The chapter deals with a case study from which the barriers associated and the benefits are realized. The authors also talk about the significance of competition. The chapter ends with various theories and models from which the target audience is known.

Part IV : Developing Social Marketing Strategies

The chapter nine talks about positioning, where different positionings are explained, and the authors have further related positioning to branding. The chapter ends with an illustration of the same topic. The chapters 10, 11,12,13, and 14 talk about the 4Ps (Product, Place, Price, and Promotions) in detail with respect to social marketing. The chapters 15, 16, and 17 deal with the management of social marketing programs.

At the end, the book has a worksheet which has chapter wise questions. This is to aid the readers to have a recap of the various chapters presented in the book.

Conclusion

The book is written in simple language, which can be easily grasped by the readers. The main target readers are the students and the practitioners of marketing. The book has many illustrations in the form of case studies, which will help the readers to associate with the concept. The text is accompanied by various pictures and tables, which help the readers to easily read through the text, and the images and tables help to create and retain interest in the subject. The book also includes a comparative analysis, which aids in drawing a clear distinction of various marketing concepts. At the end of each chapter, the authors have given chapter notes and a bibliography, which can be referred to for further reading on the subject. The book has a distinctive feature, where at the beginning of each chapter, there are quotes of various personalities related to the theme of the chapter. The cases discussed in the book are Indian case studies, which makes the book quite suitable for an Indian audience, and also justifies the title of the book. The book is very useful for obtaining preliminary knowledge about the concept of social marketing, but for in-depth understanding, the book could be further upgraded.

According to my view, the book is a very good book for understanding the upcoming stream of social marketing and its use in the current world. The book is quite appropriate for the facilitators, students, researchers, and faculty dealing with social marketing.