

# Societal Marketing and Its Role of Organization Image Building: An Empirical Study

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## Abstract

Societal marketing is highly significant for developing an organization's reputation in India. It entails coordinating marketing initiatives between a corporation and the general welfare and well-being of society. Organizations may boost their reputation and create a favorable brand image by tackling societal challenges and making a beneficial impact on communities. Social marketing has a significant impact on how people perceive an organization in India, as customers place a greater importance on social responsibility and moral business conduct. Companies may show their dedication to the well-being of society by actively taking part in programmes that support healthcare, education, environmental protection, and poverty reduction. Additionally, societal marketing aids businesses in gaining Indian consumers' respect and trustworthiness. Companies can set themselves apart from rivals and obtain a competitive advantage by emphasizing their social contributions and implementing socially responsible practices. Customers are more likely to support and interact with firms they believe to be socially responsible and concerned about the wider effects of their actions. Businesses can develop a favorable reputation, increase consumer loyalty, and contribute to the general welfare of society by incorporating social responsibility into their marketing strategies.

**Keywords:** Societal marketing, Brand image, Social responsibility, Well-being of society, Competitive advantage, Consumer loyalty.

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## Introduction

Truong (2014) emphasized the importance of "societal marketing" in enhancing organizations' reputations in India. This showed that brand image and image among Indian customers were considerably impacted by using "societal marketing approaches". Organizations were able to establish a favorable perception among the target audience by integrating their marketing initiatives with social responsibility. Due to the rising importance of "social responsibility" in Indian consumers' purchasing decisions, this strategic alignment enables businesses to engage with customers on a deeper level. Organizations were able to show their dedication to the welfare of society by actively participating in projects that address societal challenges, such as education, healthcare, and poverty reduction, which ultimately resulted in a favourable brand image in India.

The impact of "social media marketing" in enhancing organizations' reputations in India was examined by Saravana Kumar and Sugantha Lakshmi (2012). They emphasized the value of using digital platforms to advance social causes. Organizations realized the potential of these platforms in fostering a favorable organizational image considering Indian customers' increased social media participation. Companies were able to exhibit their dedication to social concerns and publicize their "corporate social responsibility" initiatives by using social media channels efficiently. Through proactive interaction, businesses were able to connect with Indian audiences, improve their reputation, and create a favorable brand image there.

Godey et al. (2016) investigated how "social media marketing" strategies affected "brand equity" and "consumer behavior," companies in India. They emphasized how "societal marketing" was crucial in forming consumer attitudes and brand equity. Luxury brands who actively participated in social marketing campaigns showed their dedication to improving society, which had a beneficial impact on brand equity and consumer behavior. These brands were able to stand out from rivals and get an advantage by emphasizing their social contributions and moral business practices. Brands that are socially responsible and consider how their actions will affect society are increasingly preferred by Indian consumers. Therefore, "societal marketing" initiatives were crucial in improving the reputation and image of luxury brands in India.

### Literature Review

The role of "employer branding" in enhancing a company's reputation was assessed by Rana and Kapoor in 2016. They looked at how businesses in India shaped their overall image by using their employer brands. It emphasized the significance of coordinating internal procedures with how the organization is seen outside the company, such as talent management and employee engagement. Organizations were able to improve their reputation and image with stakeholders, such as employees, clients, and the public, by promoting their employer brands successfully. Building a positive organizational image in India was greatly aided by this strategic approach.

Dahnil et al. (2014) focused on the variables affecting SMEs' acceptance of "social media marketing." They emphasized the growing importance of social media in influencing organizational image and establishing connections with Indian customers. They highlighted factors including "perceived utility," "simplicity of use," and "organizational resources," which have an impact on how SMEs use social media marketing. They emphasized the role of social media marketing as a practical tool for enhancing "organizational image" in the Indian context. The advantages SMEs ascribe to social media marketing are referred to as "perceived utility." "Simplicity of use" refers to support options and user-friendly interfaces. Money, people, and technology are all considered "organizational resources." Social media marketing improves brand reputation, legitimacy, and trust on the Indian market. SMEs build their "organizational image" by providing valuable information to customers and interacting with them.

Avidar (2017) looked at the connection between "public relations" and "social businesses" and emphasized the significance of increasing participation. Effective public relations methods were used by organisations involved in societal marketing activities in India to promote their social impact and involve stakeholders. organizations were able to develop a favourable narrative about their societal contributions by using public relations strategies like media relations, community engagement, and stakeholder communication. This increased interaction was extremely important in forming the organization's image, encouraging trust, and developing a solid reputation among Indian audiences. In order to maximize the effects of societal marketing initiatives and create a favorable organizational image in India, they placed a strong emphasis on the importance of public relations.

The role of "content strategy" in "social media brand communities" inside Indian institutions was looked at by Chauhan and Pillai in 2013. They looked at the ways in which these institutions used content strategies to create and interact with their brand's audiences on social networking platforms. Institutions in India were able to foster an environment that was both encouraging and engaging for their intended audience by producing captivating and pertinent information. Social media marketing is a "powerful tool for firms to communicate with as well as influence their customers," Lipsman et al. (2012). They looked at how social media platforms may help brands and consumers interact, as well as how that affects how an organization is seen. The companies that were effective at using social media marketing were able to establish a significant presence, gather a devoted following, and sway customer behaviour. A brand can build favorable brand associations and improve their reputation in the Indian market by actively connecting with followers.

The impact of "social media use" and sales-based "CRM technology" on after-sale service practices in India was looked at by Agnihotri et al. (2017). They looked at how businesses used these technologies to improve post-sale services and client happiness. Companies were able to interact with customers, answer their complaints, and offer prompt help when they used CRM technology and social media platforms successfully. Organizations showed their dedication to the satisfaction and well-being of their customers by using these technologies into their attempts at societal marketing. This comprehensive post-sale service strategy improved client satisfaction overall and helped the organization in India cultivate a favorable reputation. In order to examine "digital marketing" function in Indian social marketing and the development of organizational image, Bala and Verma (2018) looked at social media, content marketing, and search engine optimization as well as other elements and techniques of digital marketing. It showed how businesses in India used digital marketing strategies to interact with their target market, share their societal activities, and establish a favorable brand reputation.

Sharma (2019) examined "corporate social responsibility" (CSR) in industrialized as well as developing nations, highlighting that organizations in India understood the value of CSR actions in improving their image and standing among stakeholders. organizations showed their

commitment to societal well-being by taking part in CSR activities like the growth of communities, sustainable development, and ethical business practices. A positive organizational image and a sense of trust among Indian customers were both boosted by this proactive approach. It emphasized the growing acceptance of CSR as a crucial component of societal marketing, especially in the Indian context, and its function in determining organizational image. Almohaimmeed (2019) looked into how "social media marketing" causes impacted several outcomes, such as brand loyalty and buy intention, from the viewpoint of the customer. It looked at how businesses in India used social media marketing to interact with their target market and foster a favorable perception of their brand. Organizations were able to establish a strong online presence and encourage brand loyalty among Indian consumers by skillfully applying social media marketing methods like influencer collaborations, interesting content, and interactive campaigns.

### Objectives of the study:

To find the societal marketing and its role of organization image building

### Research Methodology:

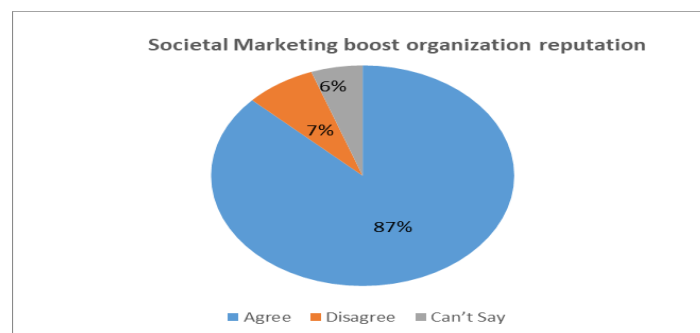
This study nature is empirical. 200 respondents were approached to give their view on societal marketing and its role in organization image building. The data was analyzed through frequency distribution and data was presented with the help of pie charts.

### Data Analysis and Interpretation:

**Table 1 Societal Marketing boost organization reputation**

Particulars	Agree	Disagree	Can't Say	Total
Respondents	174	15	11	200
% age	87.0	7.0	6.0	100

Table 1 represents the statement societal marketing boost organization reputation, and 87.0% respondents agree with this statement.



**Figure 1 Societal Marketing boost organization reputation**

Table 2 Aids businesses in gaining Indian consumers' respect

Particulars	Agree	Disagree	Can't Say	Total
Respondents	165	20	15	200
% age	82.0	10.0	8.0	100

Table 2 represents the statement aids businesses in gaining Indian consumers' respect, and 82.0% respondents admit with this statement.

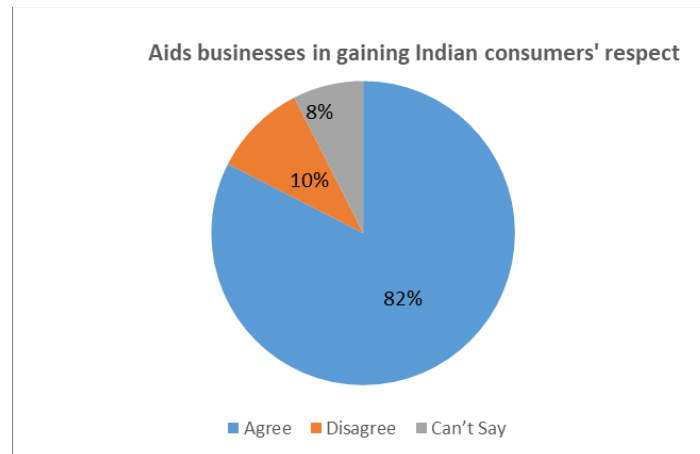


Figure 2 Aids businesses in gaining Indian consumers' respect

Table 3 Gaining competitive edge over competitors.

Particulars	Agree	Disagree	Can't Say	Total
Respondents	180	15	5	200
% age	90.0	7.0	3.0	100

Table 3 represents the statement gaining competitive edge over competitors and 90.0% respondents agree with this statement.

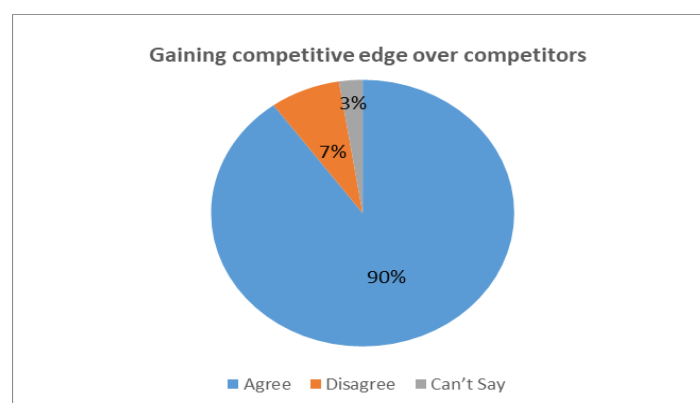


Figure 3 Gaining competitive edge over competitors

Table 4 Contribute to the general welfare of society

Particulars	Agree	Disagree	Can't Say	Total
Respondents	170	23	7	200
% age	85.0	11.0	4.0	100

Table 4 represents the statement contribute to the general welfare of society and 85.0% respondents admit with this statement.

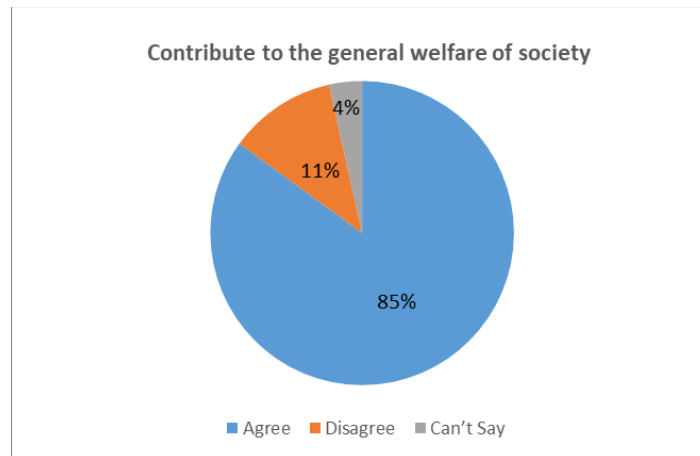


Figure 4 Contribute to the general welfare of society

Table 5 Creating favorable brand image

Particulars	Agree	Disagree	Can't Say	Total
Respondents	186	9	5	200
% age	93.0	4.0	3.0	100

Table 5 represents the statement **creating favorable brand image** and 93.0% respondents admit with this statement. Considering all the responses of the statements, it was found that to a good percentage, the respondents have agreed that societal marketing plays an important role in building organization image.

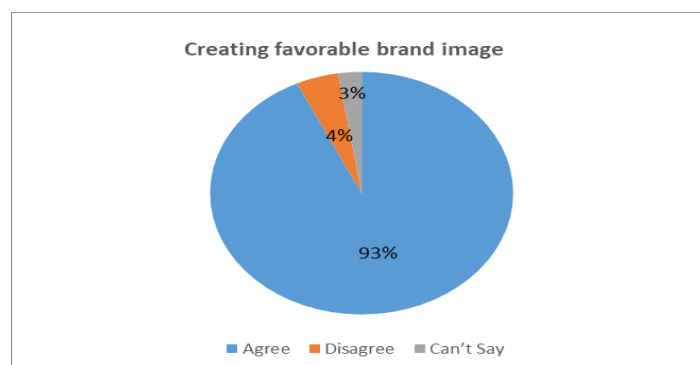


Figure 5 Creating favorable brand image

## Conclusion

In conclusion, social marketing is crucial to developing an organization's reputation in India. Organizations can improve their reputation, credibility, and consumer trust by integrating their marketing initiatives with social and environmental objectives. The value of societal marketing resides in its capacity to promote constructive society change while also helping the organization. Societal marketing is considerably more important in India, where social and environmental issues are major public concerns. It enables businesses to show that they care about the environment and society, improving their standing with customers. Companies that take part in programmes that tackle important social issues like poverty, illiteracy, poor health, or environmental preservation not only improve society but also position themselves as ethical business entities. Additionally, societal marketing enables businesses to stand out in a cutthroat industry. Customers are becoming more aware of the social and environmental effects of their purchases, and they favour supporting companies who share their beliefs. In India's setting, societal marketing is crucial for establishing an organization's reputation. It gives businesses the chance to position themselves as socially conscious organisations, win over customers, and stand out from the competition. organizations may help create a more inclusive and sustainable society by embracing societal marketing and benefit from a strong brand image at the same time.

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