

# Relationship between Social Marketing and it's Variables

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**Abstract— Study focus on marketing by social means and elaborates different mediums or factors that are dependent on it. Social marketing model layout describes the role of marketing through online medium. It describes the role of various functions that play a vital role in maintaining the marketing platform. The structure depicts main contents or ideas involved in social marketing namely consumers, communication (interaction), feedback (people) and competition which re-defines the concept of marketing socially. The structure is limited to online mediums where only it can be accessed and nowhere else. The said structure practically used for promotional basis over web to attract the masses and to improve the growth rate in the market study. This paper tells us that how social marketing have influenced the market research and how it has emerged successfully with the dependent factors by analyzing them.**

**Keywords—communication; consumers; feedback; social marketing**

## I. INTRODUCTION

Significance of the roles of customers and industry survey is studied here. Basic fundamentals of merging consumer values with market theory are highlighted. Industries define this involvement as one of the key factor in maintaining relationship with consumers. Higher authorities suggest several mediums in order to modify tasks there by maintaining consumer trusts [1]. Another way of promoting goods is in the form of new types of food are seen in schools. Many people are taking the initiatives to feed the children with varieties of food. This is one of the ways of advertising latest products from the market through the school children and can be extended depending on social structures [2]. Nowadays social networks have evolved to a great height that everything is dependent on it. Manufacturers or practitioners completely rely on this medium to promote their products. It is a growing medium where large crowd of consumers can be stated and identified. Many manufacturing factories like suppliers have strong social circles which helps them in their promotions [3].

## II. RESEARCH METHOD

In today's century, market is flourishing in a great height that the need for welfare exchange comes into

existence along with developing consumer trust [4]. Customer reviews widely enhances the features of products by maintaining their quality, product content. Characteristics of products influences social marketing medium [5]. Pharmaceutical companies depend on private physicians to buy their products that are not used by licensed health departments. Here the need for communication arises in order to market their products like contagion [6]. Communication has its own role in influencing the people of any firm specially a marketing manager will look into certain aspects in order to broaden the concepts of communication among all the employees [7].

## III. SOCIAL MARKETING AND IMPACT ON VARIOUS VARIABLES

Nowadays marketing medium has evolved to a great extent that manufacturers and marketers are relying on social platforms to promote their products to the consumers. They are tracking their customer's behavior and accordingly publishing their advertisements to attract them. Social media has evolved to become a marketing medium for maximum companies in the market. According to them, their products sell in maximum numbers only marketed through internet where they can invite many people and offer them their services to them.

### A. Social Marketing

Social advertising consist vocabulary, I agree that social marketing plays a great role in enhancing the marketing return profits of various government organizations, universities, private profit and non-profit firms [8]. Nowadays social marketing is emerging on a grand scale and its growth phase is higher than before, I agree with the author that social marketing is coming to its full potential due to many obstacles in between their perceptions [9].

### B. Consumers

Consumers have tendency comparing offers with different firms and analyze accordingly which I agree with the author that if they continue to do so then the elasticity of demand of the firms will get low thereby increasing equilibrium prices irrespective of supply market [10]. Yes I go with the author that sometimes consumers not really possess detailed information while buying any product, they miss out product's price and qualities [11]. In United Kingdom as

mentioned by author involvement of consumers and researchers for clinical trials takes place which I agree with [12]. In case output is assigned to people who can give money greater than certain price then I agree with the author that a particular price control will hurt consumers [13]. Decision-making literature of a consumer has given priority to selections of customers as said by author and which I opine too [14].

#### C. Communication

Communication involves face to face interaction on a major proportion which I agree with the author and that the importance of sales and market research is lowered by mass communication factors like advertising [15]. I agree with the author that the basic proposition of marketing communication involves vertical communication as well as horizontal flow of data among executives who are specialized for decisions [16]. Author believes that nonverbal communication is haphazard of breakthrough that is difficult to separate useful from useless percept which I agree with them [17]. I agree with the author that literature involves participation does play significant part for channel operation and returns zero knowledge on communication across various mediums [18]. I also believe like the author that the study of personal communication always focused on traditional situation wherein a sales person communicates with the buyer [19].

#### D. Feedback

Formative feedback stated as information communicated that can modify his or her thinking to the learner and the behavioral purpose for learning, I agree with the author on this and feedback can be of many forms that also rely on communication medium [20]. Feedback can also be analyzed on the basis of studies conducted, author described how on a school task feedback was assessed for informational function which is agreeable in my viewpoint [21]. I agree with the author that in organizations it depicted as severe cause that has to be administrated [22]. In organizations, feedback studying should be done to have an idea of individual perceptions which I agree with the author and the managers should know to handle various feedback related situations [23].

#### IV. DISCUSS RESEARCH

Basic idea on social marketing involves study of the current market, companies statistical analysis, consumers feedback ratio, consumers social circles for enhancing marketing medium and many more. The ability of the seller in promoting products is directly proportional with the needs in response to the consumers. Consumers are identified with their characteristics like goal oriented and decision based rules. These characteristics define their theory of market segmentation and this has its impact in the outside market [24].

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