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## Social Marketing in Service of Business and Society

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*Marta Karwacka*

## **SOCIAL MARKETING IN SERVICE OF BUSINESS AND SOCIETY**

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‘Marketing is a trade lever’ – it is not any novum. It is not a secret that all the efforts and actions of specialists associated with marketing in commercial companies target at making all the potential customers interested in concrete products and services, as well as cause them to purchase, which, subsequently, increases the selling transactions and the companies profits. Since 1989 one has been able to notice a kind of a fight concerning the customers. Every day one can encounter, at least, a few commercials on the radio, TV and in the paper. Nearly in every shop hostesses try to convince us that e.g. X pudding or Y yoghurt are the only ones for us, and on these grounds we are going to be happy. All the competitions, promotions, little gifts are the elements so often attached to the products that we hardly notice them.

In the last few years we have had an opportunity to notice, in our social space, using marketing actions in order to promote not a commercial product but a behaviour or an attitude. More and more often one encounters some companies promoting healthy lifestyle, tolerance, and drawing our attention to social sensuality. Widely taken pro-social enterprises accomplished according to the principles and rules of commercial marketing, more and more often result in applause and positive reception in the society. We have had a chance to observe social marketing development for a few years, one which is the subject of the given article. The term of social marketing has not been yet fully understood because according to Aleksandra Nowakowska and Jolanta Wąs – “[...] any accidental receiver can hear a dissonance between *marketing* associated with ruthless fight

for a customer, and the word “social” identified with unselfishness, sacrifice and philanthropy”<sup>1</sup>.

Theoreticians claim that the pro-social marketing direction is the next development phase in the field. As Henryk Mruk tries to prove, marketing evolution started at the end of the XIX century, when its popularity gained so-called productive orientation. What was characteristic then was “[...] the concentration on the organizational and technical production problems, the quality increase, the costs decrease, and the supply increase”<sup>2</sup>. As it turned out, in the first half of the XX century some problems appeared concerning the sells of the manufactured products, which made the market participants develop so-called sells orientation (the years 1930–1950). The sales supporting actions started to dominate, which were, in consequence, directed mainly at the advertisement. Additionally, one started to take care of the shopping comfort, which resulted in the customer time saving. The orientation minus, a minus which caused moving to the next phase – the orientation on the customer, was “[...] one-sided concentration on the problem of the best product placement on the market with a lack of connection of the actions with the production and investing planning”<sup>3</sup>. An additional argument in favour of the new customer-oriented attitude was greater and greater products choice available owing to the appeared global market. Entrepreneurs were forced to get to know customers’ needs because it became necessary to describe a product allocation before its production. The last phase, as Henryk Mruk tries to distinguish, is the strategic action orientation. It was applied especially when it turned out that the condition of company’s proper functioning on the market is the long-term action and strategy planning. The given situation was a result of increasing competition and market differentiation, which was forced by earlier chances and market dangers identification. As Henryk Mruk claims “[...] during the changing market conditions strategy marketing gains, to a greater extent, social orientation qualities, [...] the given orientation is clearly associated with ecological problems’ influence, and with changing among the consumers life quality evaluation”<sup>4</sup>.

Corporation marketing which evaluated in the direction of pro-social activities and is more and more often applied by business is called cause related marketing (CRM). In fact, its introduction to the long-term company’s strategy results from the need of adaptation to the market needs. One has been able to notice the phe-

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<sup>1</sup> A. Nowakowska, J. Wąs, *Marketing na społeczne plagi*, “Marketing Serwis” No. of May 2000, p. 54.

<sup>2</sup> H. Mruk and others, *Podstawy Marketingu*, Poznań 1996, p.8.

<sup>3</sup> Ibidem.

<sup>4</sup> Compare ibidem pp. 9–10.

nomena in Poland not for a long time. In the article I wish to present the general idea of social marketing, its uses and differences and similarities as for commercial marketing, one which is the base of social marketing. I am going to make a short analysis of the field, a field which is worth being concentrated on because of the modern usage of the marketing theory. Taking into account the problems raised in social campaigns, one should highlight social marketing's role in the attitudes shaping in society. It is easy to notice that social marketing is becoming a tool supporting the fight with social problems. In the first part of the text I am going to present the process of social marketing development. Next I am going to characterize social marketing subject identifying the problems the most often raised in social campaigns. In the next part of the text I am going to concentrate on the description of the similarities and differences between social marketing and the commercial one, and then I am going to characterize cause related marketing, that is social marketing applied by business.

## 1. The process of social marketing development

One has been able to hear about social marketing in Poland only a few years, when it started to appear as both a scientific reflection field and as practical action sphere. In both cases this is only the initial stadium of the field development. In developed countries social marketing has been spread for many years. The country which excels is undoubtedly the United States which are the strongest and resilient acting as well as the most experienced centre of social marketing in the world. It has been 36 years since the first definition of social marketing appeared. Exactly in 1971 in a prestigious marketing newspaper "Journal of Marketing" the first article on the systematization of social marketing by Philip Kotler and Gerald Zaltman entitled *Social Marketing: An Approach to Planned Social Change* was published<sup>5</sup>. As Philip Kotler points out, the 80s of the XX century were characterized by a large number of institutions which accepted and used the new term of social marketing. The institutions which contributed to the spread of the given term, among others: The World Bank, the World Health Organization (WHO) and Disease Prevention Centres<sup>6</sup>.

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<sup>5</sup> Compare Ph. Kotler, N. Roberto, N. Lee, *Social Marketing. Improving the quality of Life*, SAGE Publications, Thousand Oaks, California 2002, p.9.

<sup>6</sup> Compare *ibidem*.

In 1981 in “Journal of Marketing” there appeared Paul Bloom and William Novell’s article on the tenth anniversary of the field, a field which is the subject of the article. Four years later in 1985 there appeared also Richard Manoff’s text concentrating on social transmission planning and designing. The 90s are characterized by a greater number of intensity as for social marketing promotion, at that time it starts to appear at American and European universities (e.g. in Scotland). 17 years ago, in 1990 at the University of South Florida the first conference was held, a conference concerning social marketing. Parallel to cyclic scientific congresses, several publications on social marketing appeared not only in a special marketing newspapers but also in the papers like: “American Psychologist”, which proved the inter-disciplinary of the field<sup>7</sup>.

The decline of the 90s. (1999) contributed to the creation of The Social Marketing Institute in Washington D.C., whose founder was Alan Andreasen, the professor of Georgetown University<sup>8</sup>. He claims that after 30 years social marketing stopped to be a controversial issue – nowadays it is a subject generally accepted, one which is in the sphere of several disputes<sup>9</sup>. In Poland the problems on social marketing are in the initial stadium of evolution, and maybe on these grounds social campaigns, especially those concerning ‘the taboo problems’, as for example AIDS, often cause controversy. The growing interest as for the subject of non-governmental organizations, governmental institutions, as well as commercial companies proves that soon social marketing may become one of the dynamically developing fields in Poland.

## 2. The subject of social marketing

Before I try to define social marketing, I would like to discuss a subject of interest of people designing and fulfilling the enterprise based on social marketing.

Social marketing the most often concerns pathology problems, social worries, various kinds of aberrations from the generally accepted social order. Organized social actions more and more often concern also environment protection, society health condition care, and encouragement to social involvement. However, there is no doubt that the majority of the actions are campaigns organized in order to

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<sup>7</sup> Compare *ibidem*.

<sup>8</sup> *Ibidem*.

<sup>9</sup> Compare A. Andreasen, *Intersektor Transfer of Marketing Knowledge* [@:] [www.opoka.pl](http://www.opoka.pl), 2002.

oppose the concrete social problems a number of which has been increasing lately. When looking around one can notice various problems, such as for example, poverty, alcoholism, drug addiction, violence concerning children and adults. Below I am going to number the most vital problems which are the subject of interest of social marketing in Poland:

- HIV/AIDS problems;
- Cancer campaign problems;
- Depression campaign problems;
- Tolerance problems;
- Drug addiction;
- Alcoholism;
- Nicotine addiction;
- Violence concerning children;
- Violence concerning the whole family;
- Humanitarian aid;
- Daring car driving problems;
- The environment pollution problems.

The above presented subject are the most often discussed in the political and social discourse. Both the cause and effect of public discussions on the ways of social problems solving is the involvement of various non-governmental organizations and public institutions in problems solving with the use of social marketing.

### 3. The definition outline of social marketing

Owing to the intensity and frequency of the actions concerning directly or indirectly social marketing, one may assume that taking example of the developed countries, social marketing, or rather its effects in the form of social campaigns, seem to be, durably, a part of “the Polish scenery”. The thesis I shall argument with numerous publications concerning the subject of social marketing<sup>10</sup>, occupying

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<sup>10</sup> The examples of publications concerning social marketing problems and, associated with it, business social responsibility are: the reports of Business Responsible Forum *Responsible Business in Poland. 100 of appropriate examples*; articles by M. Bogunia-Borowska, *Koncepcja marketingu społecznego*, “Marketing i Rynek” 2002, No 2; M. Kwiatkowski, *Reklama społeczna jako element tworzenia nowej więzi i nowej świadomości społecznej*, the paper presented during the conference of the UŁ Institute of Sociology, 2000; A. Łaszyna, *Firma społecznie sympatyczna*, “Marketing w Praktyce” 2002; A. Nowakowska, J. Wąs, *Marketing na społeczne plagi*, “Marketing Serwis”, the May 2000 publication.

myself with the field at universities and company involvement in various types of social campaigns.

Before I quote the definitions proposed by the subject theoreticians, I would like to outline a very general notion picture. Generally, one can say that social marketing is an occupation based on the experience of the commercial equivalent, but it is to serve the common social good, help, or paying attention to concrete social problem.

Defining precisely the notion *social marketing* I am going to start with the first definition presenting, one which appeared in the literature by the author Philip Kotler and Gerald Zaltman. In 1971, as I have already mentioned, in a prestige marketing newspaper 'Journal of Marketing' in the scope of an article concerning social marketing the given notion was defined for the first time. The mentioned scientists pointed out that the techniques and regulations of commercial marketing may be adopted to social operations. They highlighted '[...] exposing the achievements and experience formed by marketing, both of them can be applied and used in the process of social attitudes formation'<sup>11</sup> Philip Kotler describes social marketing as an operation based on the usage of marketing rules and techniques in order to influence the target group which, with free will, accepts, turns down or modifies its behaviour. The influence and change may include individual people, specified groups or the whole society<sup>12</sup>. Looking closely at the definition, one may notice that it consists of a few elements, which should be discussed at that point.

Above all, Philip Kotler points out the sale of behaviour, which in the case of social marketing becomes a product – “[...] similarly to the sector of commercial marketing, where one sales goods and service, in social marketing one sales change of behaviour”<sup>13</sup>. He highlights four types of the sold product – behaviour:

- acceptance of the new attitude;
- turning down the potential behaviour;
- modification of the present behaviour;
- giving up the present behaviour<sup>14</sup>.

In order to picture the promoted in social campaigns four types of behaviour I am going to use the social campaigns accomplished in Polish reality. In face of environmental danger resulted from destructive human activity, we become the receivers of messages calling for paying attention to our personal influence on

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<sup>11</sup> M. Bogunia-Borowska, *Koncepcja marketingu społecznego*, op.cit., p. 9.

<sup>12</sup> Compare Ph. Kotler, N. Roberto, N. Lee, op.cit., p. 5.

<sup>13</sup> Ibidem.

<sup>14</sup> Ibidem.

environment pollution. This is where campaigns like “Be an example segregate the waste” is coming from, a campaign which appeared in August 2006 in Warsaw, this is an example of a message promoting the first of the presented types of behaviour. *The new attitude to accept* is the rubbish segregation. The campaign ‘Shallow imagination is equal to disability’ since 2001 in the holiday period calls for *turning down the potential behaviour* such as irresponsible water jumping. As for promoting modification of the present behaviour, one can talk about it with campaigns that try to make women have a cytological check-up, as does the campaign “Choose living”<sup>15</sup> or a very expressive campaign “fasten the seatbelt – always”<sup>16</sup>. The last type of the promoted type of behaviour – *giving up the present behaviour* – may be presented in the best way by the social messages that try to make smokers stop smoking. One of such a social action was in 2001 the campaign entitled “New Millennium: I don’t smoke because I like doing so”<sup>17</sup>, in the campaign which a great number of public figures were involved in.

There is no doubt that social marketing owes to commercial marketing, one which was discussed and also concentrated on in practice. When completing professionally planned social action it is necessary to “go through” analogical phases of commercial campaign construction. In order to sell a product in social marketing, one should “behave” like being on goods and commercial services market. It is commonly used, similarly when creating a message directed at potential buyers, segmentation, that is “[...] the division of market to separate buyers groups, buyers of different needs, features and behaviours, who can require various products or marketing instruments”<sup>18</sup>. In different words – the population should be divided in such a way to enable “[...] the identification of separate people groups who can in a similar way react to the social message”<sup>19</sup>.

The selection of a target group is also necessary, that is choosing one or a few segments that would interest us, which would allow us to avoid the construction of a message directed “to everybody”, a message which as a result would not reach anyone. In this case it is essential to check accurately and analyze a group which

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<sup>15</sup> Compare [www.pkp.kielce.pl/images/kampania.htm](http://www.pkp.kielce.pl/images/kampania.htm), 2.05.2007. The social campaign “Chose living”.

<sup>16</sup> Compare [www.fotelik.info/pl/news/zapinaj\\_pasy,19.html](http://www.fotelik.info/pl/news/zapinaj_pasy,19.html), 2.05.2007 Fasten the seatbelt

<sup>17</sup> Compare [www.zdrowie.med.pl/palenie/pal\\_09.html](http://www.zdrowie.med.pl/palenie/pal_09.html), 2.05.2007 New Millennium: I don’t smoke because I like doing so.

<sup>18</sup> Ph. Kotler, G. Armstrong, J. Saunders, V. Wong, *Marketing. Podręcznik Europejski*, Warsaw 2002.

<sup>19</sup> Compare N.K. Weinreich, *Hands-on Social Marketing. A Step by Step Guide*, Thousand Oaks, California 1999, p. 52.



interests us so as to get to know the habits, beliefs, lifestyle and the expectations of the action receivers.

Applying the commercial methods of message building, it is also important to know what kind of distribution canals would be the best for the message preparation. The given data lets us construct a more effective message, one which would reach and interest people who we want to make sensitive to the problem.

In social marketing it is common to use sets of actions and instruments, very often described in social marketing as 4P: product, price, place, promotion, ones which can be characterized like:

**Product** – In social marketing a product is a subject which is to be sold. In other words, it is a propagated behaviour and benefits that are associated with it. Similarly to commercial marketing a product should be precisely defined. What is also worth highlighting is the fact that a product can be of a material character – it happens with money collection for some noble aim e.g. "See blind children"<sup>20</sup>, or it can refer to some behaviour, which may be depicted by a campaign "STOP to all road pirates"<sup>21</sup>. Analogically to commercial campaigns, when we do not describe the action subject in a precise way it may result in misunderstanding of the message which in consequence leads to the failure of the campaign.

**The price** – the price in social marketing is described as behavioural and psychological costs. Behavioural costs are reflected in an energy which one has to spend on the action promoted by the given campaign, e.g. the effort as for the rubbish segregation. However the price corresponding with the psychological costs, one pays feeling a kind of a discomfort associated with the attitude change, e.g. the nicotine hunger<sup>22</sup>. Philip Kotler differentiates also different costs division. According to him, we are occupied with the money costs which are associated with concrete goods or service that one has to purchase in order to adapt the promoted behaviour or attitude, together with non-money costs. The latter refers to the 'spent' time and effort, which are indispensable when getting used to the new attitude<sup>23</sup>. One may say that the non-money costs agree with the above discussed psychological costs.

**Place** – means in social marketing enabling the possibility to accomplish a behaviour one is encouraged to by the campaign<sup>4</sup>. An example of an excellently

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<sup>20</sup> D. Maison, P. Wasilewski, *Propaganda dobrych serc czyli rzecz o reklamie społecznej*, Kraków 2002, p. 215.

<sup>21</sup> [www.stopwariatom.pl](http://www.stopwariatom.pl), 2.05.2007 Stop to all Road pirates.

<sup>22</sup> D. Maison, P. Wasilewski, *op.cit.*, p.14

<sup>23</sup> Compare Ph. Kotler, N. Roberto, N. Lee, *op.cit.*, p.217.

prepared action as for the place is Wielka Orkiestra Świątecznej Pomocy. In the period of the action lasting in the whole Poland young people appear in all the public places (shops, cinemas, stations etc.) and collect money for the Orkiestra. One can also try a special telephone number and give some money. All the actions are to minimize the potential psychological and behavioural costs, and at the same time, make it easier to get involved in the action”<sup>24</sup>.

Promotion – promotion in social marketing is ruled by the same regulations as promotion in different areas. This is the information transfer concerning given action, social campaign, that is informing society about the problem and the necessity to counter-act. For this aim one uses the same tools which function in commercial marketing<sup>25</sup>.

Social marketing, which results from the above characteristics, derives from commercial marketing, and has several common elements with it. However, it is worth remembering the factors which differ them, factors which I am going to present later on.

#### **4. The differences between social and commercial marketing**

Generally speaking we can say that the two kinds of marketing are based on the same columns, but we cannot omit presenting the differences between them. The basic difference is, as Philip Kotler notices, the product type that we want to sell, because in the case of commercial marketing and the social one we shall discuss the products. The product in social marketing is going to be called the behaviour type, which has been mentioned in the earlier considerations. The next element that Philip Kotler talks about is the target of marketing actions. The factor is closely associated with the above mentioned ones. According to the aim principle of the greatest profits, commercial companies choose the target groups and market segments which are considered to be the most “promising” in the sale context. In social marketing the choice is depended on the possibility of getting to the group that interests us and their readiness to make changes. The aim is not the profit but making the social problem common in the receivers’ consciousness. Competition is an element that also differentiates two types of marketing operations. On the commercial area, competitive companies for the company that sells its products are the

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<sup>24</sup> D. Maison, P. Wasilewski, *op.cit.*, p.15

<sup>25</sup> Compare Ph. Kotler, N. Roberto, N. Lee, *op.cit.*, p. 264.

ones which propose to the consumers a similar offer or meet similar needs of the target market. The social equivalent of a marketing is characterized by the fact that the competition is described by the actual behaviour and attitudes of the target group, behaviour and attitudes that are to be changed by the organizers of a specific campaign. It seems to be troublesome because the often preferred by the target group behaviour (e.g. smoking) is accepted by it and in some way more comfortable than the one that is propagated in the campaign. Moreover, Philip Kotler claims that taking into account the influence on the receiver, social marketing is a more complicated field than the commercial one. It does not mean, however, that preparing a campaign that promotes a commercial product one does not have to prepare the next elements as precisely as when encouraging children and teenagers to avoid drugs. It is drawing attention to the fact that it is maybe easier to make a consumer buy goods X instead of goods Y, however, it is much more difficult to get to the receiver saying that the attitude that is promoted by us is better than the accepted one. Philip Kotler presents a few problems which may have an influence on the difficulties when constructing pro-social campaign:

- encouraging to giving up addictions, e.g. giving up smoking;
- change of the comfortable lifestyle, e.g. rubbish segregation;
- introducing to one's life some inconvenience, e.g. prophylaxis of check-ups,
- encouraging to new habits, e.g. healthy eating,
- free time management, e.g. voluntaries<sup>26</sup>.

Undoubtedly great difficulty seems to be such details compilation that the receiver decided, one who has got free will, to accept the proposed in the campaign behaviour with the consciousness that it requires some effort. In social marketing one cannot guarantee the direct and immediate receivers' benefits as it is in the case of commercial marketing. It is typical that one has to wait for a long time to see the effects of the undertaken effort of the behaviour or attitude change, as it is impossible to forget at once about cigarettes, get used to the change of lifestyle, or learn to tolerate the events we have not so far.

As Philip Kotler claims, single persons, social groups and the whole society may become the beneficiaries of social campaign. "The practitioners of social marketing influence people not with the aim to make the businessmen richer, but in order to make the target group as well as the whole society beneficial"<sup>27</sup>.

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<sup>26</sup> Compare Ph. Kotler, N. Roberto, N. Lee, op.cit, p.11

<sup>27</sup> Compare N.K. Weinreich, *What is Social Marketing?*, [www.social-marketing.com/whatis.html](http://www.social-marketing.com/whatis.html), 2.11.2003

There is no doubt that social marketing is relatively a new phenomenon but one can notice that it attracts the attention of theoreticians of various science fields. The interdisciplinarity may be highlighted by the fact that its “[...] roots may be found in religion, politics, education, as well as in military strategy. The roots may be of various scientific fields, e.g. psychology, sociology, political sciences, communication theories and anthropology. The practical fundamentals are: advertisement, public relation and market surveys”<sup>28</sup>. Professional and effective social campaign preparations require the coordination of several specialists representing various environments. The wide coordination seems to be very important because the success of the campaign depends on the professional campaign preparation. Taking into account the difficult and delicate problems undertaken by the creators of social campaigns we must remember that the lack of success is associated not only with lost time and money of the organizers but above all with the initiation of strong feelings of receivers.

## **5. Involved social marketing, that is how to fill in the gap between business and philanthropy**

The pluses of social marketing have been noticed in business, one which more and more often is being involved in the process of preparation and fulfilment of different kinds of social campaigns. The above considerations on the similarities and differences between social and commercial marketing make one think about the space between the two areas. How to describe enterprise resembling in its form social marketing, but at the same time giving some benefits to commercial company? How to realize the activities supporting the counteraction of social problems, activities performed by the commercial campaign? The answer to the questions is social marketing, one which is involved – cause related marketing, in the subject literature often described as CRM. Cause related marketing was formed on the basis of social marketing and is nothing more than the companies getting used to new conditions and consumers requirements. More and more often companies use social marketing in their strategies.

In the presumption of cause related marketing there is a place, not only for business, but also for different subjects, which because of the activity profile are

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<sup>28</sup> Compare [www.hc-sc.gc.ca/english/socialmarketing/social\\_marketing/whatis.html](http://www.hc-sc.gc.ca/english/socialmarketing/social_marketing/whatis.html), 28.12.2004  
What is social marketing?

replaceable in the preparations and fulfilment of the social projects. The CRM idea is based on partnership cooperation of a commercial company and social organization. The definition presented by Dominika Maison and Norbert Maliszewski brings down the CRM to “[...] the performed by commercial companies activities using money, techniques and marketing strategies in order to support essential social issues, reinforcing, at the same time, the companies’ own business. Owing to such activities companies promote their image in connection with the issue they support, contributing the rise in money collection for a given aim, and benefit through the company’s image improvement, highlighting the product’s peculiar consumers’ loyalty reinforcement, and contribution to the rise in their products’ sales”<sup>29</sup>. The obligatory rule is: win:win:win, which means that not only the described group or society benefit from the activity. In the relation beneficiary is also the non-governmental organization, one which fulfils its social program, collecting money for that aim, and the commercial company, which, as it was specified in the definition, improves its image, often also the sales increase in the offered goods or services, and also may be sure that the money is going to be disposed reasonably and professionally by the non-governmental organization“. Cause Related Marketing seems to be an ideal solution for all the parties, as it is based on the rule: win:win, that is *everybody gains*: the companies, charity institutions, organizations; I am going to use here the triangular system of benefits exchange proposed by Dominika Maison and Norbert Maliszewski (see: picture 1)<sup>30</sup>.

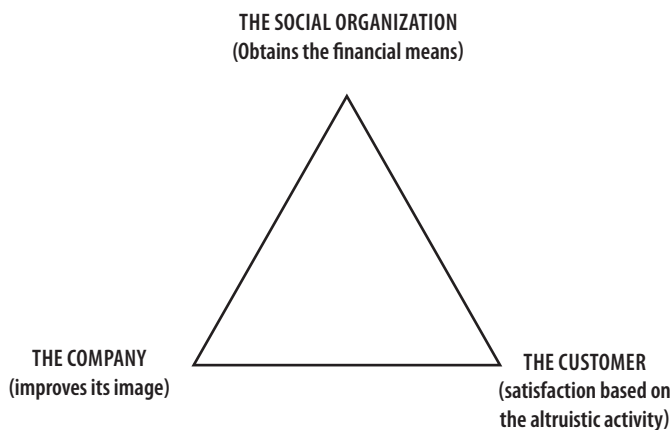
The given relation shows clearly that the commercial company cannot be treated as a presenter or philanthropy man. So far it is the way business supported social, cultural and sport enterprises. However, this kind of help was only one-off, and what is the most important, the company was in the position of the “better” or “stronger” one, whereas the non-governmental organizations after receiving the funds cut the contacts with a presenter, disposing the money on their own. As an effect, the company that wanted to make a good deed could only give money which were not always disposed properly by the management of the organization. It led to ineffectiveness of the activities and one of the results was only a slight help to those in need. It turns out long term cooperation based on the partnership rule brings much better effects. Moreover, in the commercial sector one noticed that making good to people is very profitable. More and more conscious consumers

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<sup>29</sup> D. Maison, P. Wasilewski, op.cit., p.121.

<sup>30</sup> D. Maison, P. Wasilewski, op.cit., p. 121.

**Picture 1. The triangular system of benefits exchange**



The source: D. Maison, P. Wasilewski, op.cit., p. 121.

start to expect social involvement from companies. As the surveys show, surveys performed in the developed countries, a vast majority of consumers decide to buy products on the grounds of the information on the company producing the product. Every day there are more and more consumers thinking that business should get involved in social problems solution, and they confirm that such activities have a beneficial influence on the company's image<sup>31</sup>.

In Poland companies involved in social problems solving are seen in a different way. As it turns out, Polish consumers when buying think mainly about the price, that is why they are less prone than their western neighbours to pay e.g. 50 groszys more in order to help people in need. Only 30% of Poles who were reached by information on a company's activity decided to buy the company's products or services<sup>32</sup>. The tendency grows together with consumers consciousness, which helps to run the companies based on social involvement.

In the media there are more and more social campaigns signed with the logo of both commercial companies and non-governmental organizations. In Poland a great success was brought on by the cooperation of Danone Polska with Polska Akcja Humanitarna as for the campaign "Share a meal", owing to which one has

<sup>31</sup> Compare M. Zawada, op.cit. p. 14

<sup>32</sup> Fundacja Komunikacji Społecznej, Raport a badania: Komunikowanie na rzecz CSR, 2003, p. 11.

been fighting with the problem of malnutrition among children in Poland for several years. In spite of the fact that such activities do not solve all social problems, it is very important that such activities were not temporary. Only by long term involvement of a company in a social project does it gain social trust and respect. This is why the choice of proper social partner is so important. Sue Adkins highlights that the Cause Related Marketing is a good interest both for the charity organization and for the business. The parties decide on cooperation in order to obtain the intended results and to compensate for the invested means. When concentrating on commercial companies one can notice the fact that the target can be obtained in two ways. The problem that should be considered is the time of obtaining the intended target. In sales promotion it is easier to obtain benefits than in the case of using CRM in order to build, in a strategic way, the image and brand<sup>33</sup>. In my opinion there is no need to divide the two forms of CRM. A Company fulfilling the social program for several years may at the same time feel short time effects in the form of sales increase of its products, at the same time, taking care of the long term dimension, builds a positive image among the consumers.

## 6. The conclusion

Is there a place in Polish social space for social marketing? Taking into account the number of social problems, it seems that promoting positive attitudes and behaviours by means of marketing activities is inevitable. In Poland one finds struggling with a great number of social problems and the used preventive methods not effective. The difficulties in their counteraction may result from the greater and greater number of people they are associated with, and the lack of financial means to fight with it in the innovative way. Even now foundations and national institutions can see the pluses of social marketing and, support their actions with various kinds of social campaigns. Obviously, fulfilling only the social actions will not result in society recovery. To counteract the social problems in a relatively effective way, it is necessary to contact in a direct and parallel way the target group.

Undoubtedly, in order to maximize the effects of social enterprises it is necessary to possess financial means which are in the possession of the organizers of social campaigns owing to business. By getting engaged in social projects, com-

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<sup>33</sup> Compare S. Adkins, *Cause Related Marketing. Who Cares Wins*. Elsevier Butterworth-Heinemann, Oxford 2004, pp. 10, 12.

mercial companies gain by building their image and, at the same time strengthen their position on the market.

In the given text I have tried to show what social marketing is and its “business variety” – Cause Related Marketing. Taking into account the force of commercial information transfer and a great amount of social problems, I think that it is vital to get interested in the connection of marketing experience with social actions, even for the simple reason to save one single person from an accident, or make one single child smile.

What is also worth mentioning is the fact that owing to social information not only single persons gain, but in the years perspective, also the whole society may benefit from it. Through positive attitudes promotion, encouragement to help people in need with the help of financial support or voluntary promotion all people may gain a lot. As it turns out, for a few last years there are more and more people and companies which voluntarily get engaged in various kinds of social enterprises. It is clearly seen that volunteer work is becoming a more and more popular way of spending free time.

I am deeply convinced that social marketing may help to build society based on trust, cooperation, and clearly depicted common values. If we learn to share what we have got and become more sensitive to the harm of other people it will be easier to form a more unique society. It seems that social marketing is a perfect tool to popularize positive ideas – so why not to use it?

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