

**SUMMER INTERNSHIP PROJECT**  
**ON**  
**IMPACT OF SOCIAL MARKETING ON CONSUMER BUYING**  
**BEHAVIOUR- ITC LIMITED**

**SUBMITTED TO**  
**K.R. MANGALAM UNIVERSITY**  
Submitted in partial fulfillment of the requirement  
for the award of the degree of  
**Bachelors of Commerce Prog.)**



**Under the Guidance of:**

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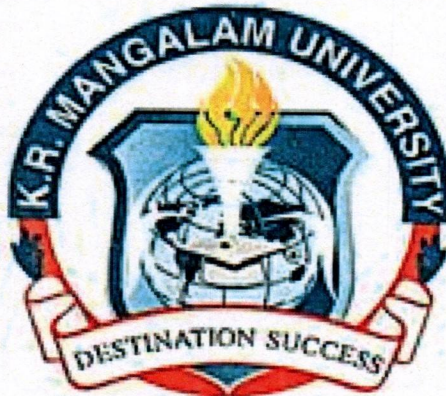
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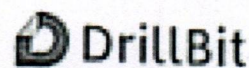
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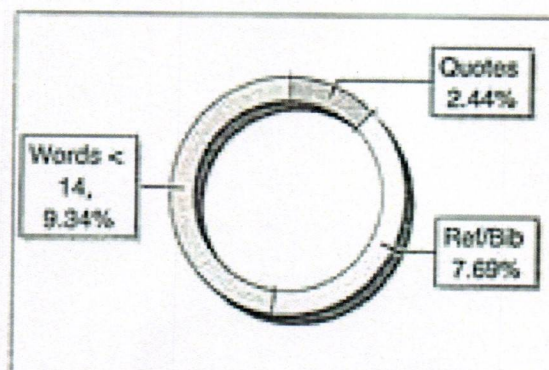
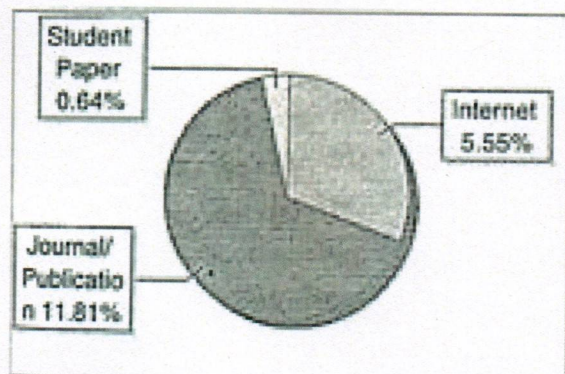
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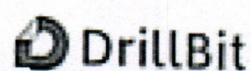
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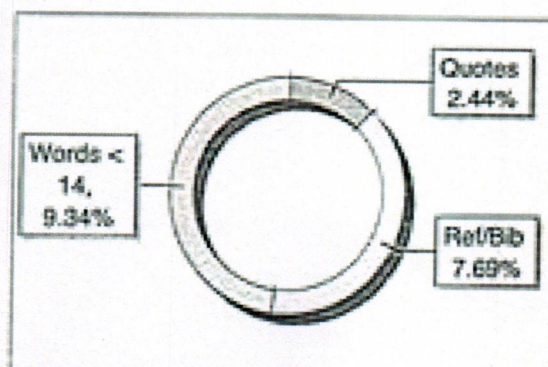
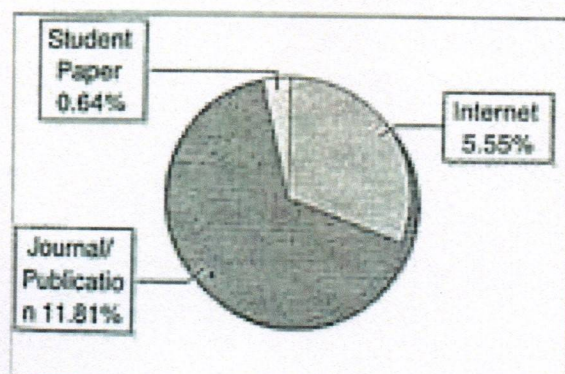
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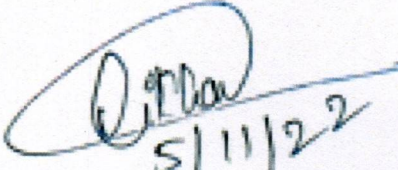
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## GUIDE CERTIFICATE

This is to certify that **Mr. Mukesh** Roll No 202210002, a student of B.Com(P) Batch (2021-2024) of School of Management & Commerce(SOMC) at K.R. Mangalam University has successfully completed his Summer internship report on "**Impact of Social Marketing on Consumer Buying Behaviour – ITC Limited**" under my supervision towards the partial fulfillment of degree of Bachelors of Commerce. To the best of my knowledge the work is genuine.



5/11/22

**Dr. Nikhat Mushir**  
Assistant Professor  
Department of Management  
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K.R. Mangalam University



## CERTIFICATE



Address:  
ITC Green Center Building,  
Hotels Division Headquarters,  
Plot No. 10, Industrial Area, Sector 32,  
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Phone: 0124 417 1717

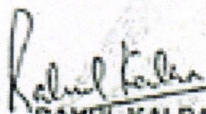
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Date: 05/09/2022

### TO WHOM IT MAY CONCERN

This is to certify that Mr. Mukesh, a student of Bachelors of Commerce(P), from K.R. Mangalam University, has undergone training at our branch at ITC Green Center Building, Plot No. 10, Industrial Area, Sector-32, Gurugram, Haryana 122001, from 1<sup>st</sup> June, 2022 to 31<sup>st</sup> August, 2022.

He has shown inquisitiveness to work on a new technology and was found to be punctual, sincerely disciplined and hard-working during the time of his internship.

  
RAHUL KALRA  
MARKETING MANAGER  
ITC LIMITED



## DECLARATION

I, **Mr. Mukesh** , hereby declare that the Summer internship report entitled "**Impact of Social Marketing on Consumer Buying Behaviour – ITC Limited**" submitted to School of Management & Commerce at K. R. Mangalam University, Gurugram in partial fulfillment for award of Bachelors of Commerce & the same has not been submitted to any other institute for the award of any other degree.

  
Mukesh

PLACE: **K.R. MANGALAM UNIVERSITY**

DATE: **3/11/22**



## ACKNOWLEDGEMENT

I wish to take this opportunity to express my deep gratitude to the industry who have really helped, encouraged, inspired and enlightened me with their constructive ideas and their all over support towards the completion of this Summer internship report report successfully. This Summer internship report would have been incomplete without the active co-operation and guidance of (Dr. Nikhat Mushir) Assitant. Professor KRMU. He has been very kind and patient while suggesting me the outlines of this Summer internship report report and correcting my doubts. I thank him/her for his/her overall support. I hope this Summer internship report report will reflect my observation regarding "Impact of Social Marketing on Consumer Buying Behaviour – ITC Limited"



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## ABSTRACT

In today's dynamic and competitive business environment, companies are continually seeking innovative ways to connect with consumers and influence their buying behavior. One such strategy that has gained significant attention is social marketing. This study explores the impact of social marketing on consumer buying behavior with a specific focus on ITC Limited, a diversified conglomerate with a presence in various sectors, including FMCG, agri-business, hospitality, and more.

Social marketing is a comprehensive approach that integrates traditional marketing techniques with social media and digital platforms to engage with customers and build brand loyalty. ITC Limited has leveraged social marketing to create a strong brand presence, enhance customer relationships, and drive sales. Through a comprehensive review of literature and analysis of ITC's social marketing initiatives, this study sheds light on the multifaceted impact of social marketing on consumer behavior.

The findings indicate that ITC Limited's strategic use of social marketing has resulted in several positive outcomes for the company. Social marketing has helped in enhancing brand visibility and reach by utilizing popular platforms like Facebook, Twitter, Instagram, and YouTube. The company has successfully engaged with consumers by sharing informative and entertaining content, running campaigns promoting its products, and responding to customer inquiries and feedback in real-time.

Furthermore, ITC Limited has effectively leveraged social marketing to build trust and credibility among consumers. The company's commitment to sustainability and corporate social responsibility, which it communicates through social marketing, resonates with socially conscious consumers, influencing their purchasing decisions. This aligns with the broader shift in consumer behavior toward ethically responsible consumption.

The study also reveals that social marketing has facilitated personalized interactions and tailored promotions, ultimately increasing consumer engagement and loyalty. Through



data analytics and consumer insights derived from social media interactions, ITC Limited has been able to offer product recommendations and incentives that align with individual preferences.

ITC Limited's adoption of social marketing has played a pivotal role in shaping consumer buying behavior. The company's ability to connect with consumers on a personal level, convey its commitment to responsible business practices, and offer customized incentives has not only increased sales but also established a long-lasting bond with its customer base. As social marketing continues to evolve, it remains a vital tool for businesses like ITC Limited to adapt to changing consumer behaviors and preferences, ensuring sustainable growth and competitiveness in the market.



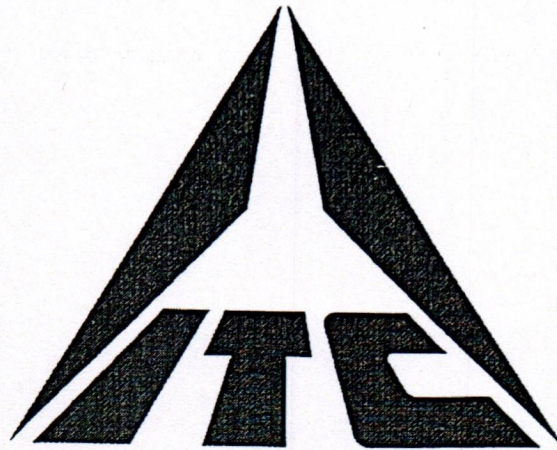
## CONTENTS

S No	Topic	Page No
1	Certificate	iii
2	Acknowledgement	v
3	Abstract	vi
4	Chapter-1: Introduction	1
5	Chapter-2: Literature Review	12
6	Chapter-3: Data Presentation & Analysis	20
7	Chapter-4: Summary and Conclusions	34
8	Chapter-5: Recommendations	45
9	References/Bibliography	46
10	Appendices/Annexure	47



## CHAPTER – 1: INTRODUCTION

### 1.1 PROFILE ORGANISATION/COMPANY



**ITC Limited**

ITC Limited, based in Kolkata, India, stands as a prominent conglomerate with a diversified footprint across various sectors. Its origins trace back to 1910 when it was established as the Imperial Tobacco Company of India. Over the years, ITC has evolved into a formidable entity in India's corporate arena, driven by its core values of innovation, sustainability, and a diverse business portfolio with a primary focus on Fast-Moving Consumer Goods (FMCG), agri-business, and hospitality.

Within the FMCG sector, ITC is renowned for its extensive array of products and brand offerings. The company's FMCG division encompasses well-recognized brands like 'Aashirvaad' (offering flour and spices), 'Bingo!' (known for snack foods), 'Classmate' (providing stationery products), 'Fiama' (offering personal care items), 'Sunfeast' (famous for biscuits), 'Vivel' (specializing in soaps and skincare), and 'Dark Fantasy' (popular for chocolates). These brands have gained significant traction in the Indian market, owing to ITC's consistent emphasis on quality and catering to consumer preferences.



Beyond FMCG, ITC extends its influence into the agri-business sector. The company's notable initiative, e-Choupal, empowers farmers through a network of internet kiosks, equipping them with real-time agricultural information, knowledge, and services. This initiative not only uplifts the livelihoods of farmers but also bolsters ITC's reputation as a socially responsible corporate entity.

In the realm of hospitality, ITC's 'ITC Hotels' brand stands out for its blend of luxury and sustainability. These hotels adhere to the 'Responsible Luxury' concept, seamlessly integrating environmental stewardship and social responsibility into their opulent offerings. ITC Hotels are celebrated for their world-class services, fine dining experiences, and distinctive, eco-friendly architectural designs.

In addition to these core sectors, ITC Limited has a presence in the paperboards and specialty papers industry, producing a wide range of packaging and graphic boards. Notably, this business segment is recognized for its strong commitment to sustainable practices and environmental responsibility.

ITC also extends its influence into lifestyle retailing and education. 'Wills Lifestyle' represents the company's premium fashion retail brand, offering a diverse range of clothing and accessories. In the education sector, ITC operates the 'ITC Centre of Excellence' and the 'ITC Sangeet Research Academy,' promoting skill development and preserving India's rich cultural heritage.

What truly sets ITC apart is its unwavering dedication to sustainability and corporate social responsibility. The 'ITC Sustainability Report' serves as a testament to the company's commitment to environmental and social welfare. ITC follows a 'Triple Bottom Line' approach, underscoring the significance of not only financial success but also the environmental and social impact. It strives to create enduring value for its stakeholders while minimizing its carbon footprint and positively contributing to society.

ITC's devotion to sustainability is further evident through its initiatives, such as afforestation endeavors, large-scale rainwater harvesting projects, and the incorporation of renewable



energy sources into its operations. It has earned recognition as one of India's most environmentally responsible corporations.

ITC Limited is a conglomerate that has achieved prominence through diversification, innovation, and a steadfast commitment to sustainability and corporate responsibility. With its substantial presence in FMCG, agri-business, and hospitality, ITC continues to be a formidable player in India's corporate landscape, known not just for its business excellence but also for its positive impacts on society and the environment.



## 1.2 OBJECTIVES OF STUDY

1. Identifying the demand for social marketing.
2. Assessing the efficacy of social marketing campaigns.
3. Investigating the various channels employed.



### 1.3 SCOPE OF STUDY

This research project is designed to provide an in-depth analysis of the impact of social marketing on consumer buying behavior, with a specific focus on ITC Limited, a prominent conglomerate operating in India. The scope of this study is defined by several key components, which are detailed below:

**Consumer Buying Behavior Analysis:** The primary objective of this research is to examine how social marketing initiatives employed by ITC Limited influence and shape consumer buying behavior. The study will encompass various aspects of consumer decision-making processes, including the factors that motivate consumers to make purchasing decisions and how social marketing campaigns may contribute to these decisions.

**Effectiveness of Social Marketing Campaigns:** The research will assess the effectiveness of ITC Limited's social marketing campaigns in engaging with consumers and impacting their buying choices. It will explore the strategies and tactics used in these campaigns and measure their success in terms of brand visibility, consumer engagement, and conversion rates.

**Types of Marketing Vehicles:** The study will delve into the diverse types of marketing vehicles and channels employed by ITC Limited in its social marketing efforts. This includes an examination of various digital platforms, such as social media, content marketing, and online advertising, to understand how these channels are leveraged to connect with consumers effectively.

**Impact on Consumer Purchasing Decision:** One of the central aspects of this research is to assess how ITC Limited's social marketing campaigns affect consumers' purchasing decisions. This includes evaluating the role of information dissemination, promotions, and engagement through social media in influencing consumer choices.

**Consumer Perception and Psychological Impact:** The study will explore the psychological aspects of social marketing and consumer behavior. It aims to understand consumer perception of ITC Limited's social marketing efforts and how these campaigns affect the



mental and emotional aspects of their decision-making processes. This includes examining aspects like trust, brand loyalty, and the influence of corporate social responsibility in consumer choices.

**Qualitative and Quantitative Research Methods:** The research will employ a mix of qualitative and quantitative research methods, including surveys, interviews, and data analysis. This combination of methodologies will provide a comprehensive understanding of the subject matter and help validate findings.

**Time Frame:** The scope of the study is delimited to a specific time frame to ensure the research remains current. Data and information collection will encompass the most recent social marketing campaigns conducted by ITC Limited up to the present date.

**Limitations:** It's important to acknowledge the limitations of the study, which may include the potential bias in consumer responses and the evolving nature of social marketing strategies. These factors will be considered while interpreting the results.

This research project seeks to explore the multifaceted impact of social marketing on consumer buying behavior with a specific focus on ITC Limited. By delving into various aspects, the study aims to provide valuable insights into the dynamic relationship between social marketing initiatives and consumer purchasing decisions in the context of a diversified conglomerate like ITC Limited.



## 1.4 METHODOLOGY

Research methodology is the systematic approach employed to address a research problem, encompassing a scientific and methodical quest for pertinent information on a specific subject. Research can be described as the art of conducting scientific investigations.

Data collection is a pivotal component of any project. The designated objectives are taken into account, and market research is conducted in accordance with the identified needs.

### APPROVED PROCEDURE

Acquainting oneself with the subject matter is the initial step. The preliminary action was to immerse in the knowledge of social marketing. This served the dual purpose of gaining an extensive understanding of the offerings from various companies and facilitating the development of the questionnaire.

### DATA GATHERING

- Customer Surveys

Human involvement is crucial as it enables the estimation of people's clear perceptions about a product. It offers insights into the levels of people's product-related needs, proving invaluable for understanding consumer demands.



- Reference to Brochures and Websites:

To comprehend the concept, different strategies, and campaigns, reference materials such as brochures and websites of various companies were consulted, and a comprehensive synthesis of all the information was undertaken.

## RESEARCH PROJECT

The research design selected followed an exploratory approach. Information was collected once from a specific sample of the population. The research was bifurcated into two stages:

### 1. Secondary Research:

Data was sourced from websites and catalogs to gain insights into the diverse social marketing strategies and campaigns of various companies.

### 2. Primary Research:

The first step in primary research involved crafting a questionnaire, addressing the following areas:

- Engagement in rural areas.
- Media channels utilized in these campaigns.
- Influence of these campaigns on purchase decisions.



- Significance of social marketing.
- Impact on consumer mindset.

## SAMPLING STRATEGY

The study's target population encompassed the general populace aged 21 and above, with stratified random sampling as the basis for selection.

Direct engagement with customers was initiated, with requests for questionnaire completion.

Sample size: 100 individuals (aged 21+)

Sampling method: Random

## DATA COLLECTION METHODS

### PRIMARY DATA COLLECTION METHOD

#### Questionnaire

A questionnaire was employed to gather primary data, featuring a blend of closed and open-ended questions. An effort was made to ensure its simplicity for customer comprehension.



## SECONDARY DATA COLLECTION METHOD

Secondary data was procured from the following sources:

- Websites
- Periodicals
- Books

This involved accumulating information about various companies and their strategies. For the ultimate study, questionnaires based on secondary data were designed to elicit information in line with the research objectives. A pilot study was carried out, involving the convenience sampling of 10 individuals from the target population, to identify the questionnaire's constraints and shortcomings.



## 1.5 HYPOTHESIS

**Hypothesis 1 (H1):** Social marketing campaigns conducted by ITC Limited have a significant and positive impact on consumer buying behavior. This hypothesis posits that the engagement of consumers through social marketing efforts influences their purchasing decisions, leading to increased sales and brand loyalty.

**Hypothesis 2 (H2):** The type of social marketing vehicle used by ITC Limited has a moderating effect on its impact on consumer buying behavior. This hypothesis suggests that the choice of social marketing channels, such as social media platforms, content marketing, or online advertising, may enhance or diminish the influence of these campaigns on consumer choices.

**Hypothesis 3 (H3):** Social marketing campaigns that convey ITC Limited's commitment to sustainability and corporate social responsibility positively affect consumer buying behavior. This hypothesis postulates that consumers who perceive a company's ethical practices through social marketing are more likely to make purchases in alignment with those values.

**Hypothesis 4 (H4):** Personalized interactions and tailored promotions, facilitated by ITC Limited's social marketing, positively impact consumer engagement and loyalty. This hypothesis suggests that customized incentives and recommendations derived from data analytics influence consumer behavior in favor of the brand.

,: Social marketing campaigns conducted by ITC Limited have a significant psychological impact on consumer buying behavior. This hypothesis explores how social marketing influences consumer perception, trust, and brand loyalty, and subsequently shapes their purchasing decisions.



## CHAPTER-2: LITERATURE REVIEW

### 2.1 LITERATURE REVIEW

- Peattie, S., & Peattie, S. (2003) - "Ready to Fly Solo? Reducing Social Marketing's Dependence on Commercial Marketing Theory." This study discusses the application of social marketing principles and its impact on consumer behavior.
- Kotler, P., & Zaltman, G. (1971) - "Social Marketing: An Approach to Planned Social Change." This seminal work laid the foundation for the concept of social marketing and how it can influence consumer behavior.
- Lefebvre, R.C. (2013) - "Social Marketing and Social Change: Strategies and Tools For Improving Health, Well-Being, and the Environment." This book provides insights into various aspects of social marketing, including its impact on consumers.
- Peattie, S., & Peattie, S. (2003) - "Ready to Fly Solo? Reducing Social Marketing's Dependence on Commercial Marketing Theory." This study explores the unique features of social marketing and how they influence consumer behavior.
- French, J., & Blair-Stevens, C. (2006) - "Social Marketing and Public Health: Theory and Practice." This book delves into the applications of social marketing in the field of public health and its effects on consumer choices.
- Andreasen, A. (1995) - "Marketing Social Change: Changing Behavior to Promote Health, Social Development, and the Environment." This book discusses how social marketing can be used to change consumer behavior and promote various social causes.
- Hastings, G., Stead, M., & Webb, J. (2000) - "Fear Appeals in Social Marketing: Strategic and Ethical Reasons for Concern." This study examines the use of fear appeals in social marketing and their impact on consumer behavior.



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- Kumar, V., & Pansari, A. (2016) - "National Culture, Economy, and Customer-Centric Marketing: A Cross-National Investigation." This study explores how national culture and economic factors impact consumer buying behavior in the context of customer-centric marketing.



- Kapferer, J.N. (2008) - "The New Strategic Brand Management: Advanced Insights and Strategic Thinking." This book discusses the role of branding and brand management in influencing consumer behavior.
- Smith, A.N., Fischer, E., & Yongjian, C. (2012) - "How does brand-related user-generated content differ across YouTube, Facebook, and Twitter?" This study investigates the impact of user-generated content on social media platforms on consumer perceptions and buying behavior.



## **2.2 THEORETICAL DESCRIPTION**

Social marketing is a dynamic field that harnesses marketing principles to promote social welfare. It focuses on effecting positive behavioral changes in individuals and society as a whole. One of its significant impacts is on consumer buying behavior. This theoretical discussion delves into the core concepts and mechanisms through which social marketing shapes consumer choices and purchases.

### **Comprehending Social Marketing**

Social marketing is a discipline that employs marketing techniques to advocate for ideas, behaviors, or products that benefit society. Unlike commercial marketing, which seeks profit maximization, social marketing aims to maximize societal welfare. The primary objective is to influence and inspire behavior change in individuals and communities, ultimately leading to positive societal outcomes.

#### **Social marketing's fundamental principles include:**

**Audience-Centered:** Social marketing places the audience's needs, desires, and values at the forefront, aiming to resonate with their interests and motivations.

**Behavior Change:** The ultimate goal is to encourage behavior change, whether it involves adopting a healthier lifestyle, quitting smoking, recycling, or supporting a charitable cause.

**Research and Segmentation:** Social marketers conduct thorough research to segment the target audience and customize their campaigns accordingly.

**Exchange:** Social marketing often involves an exchange, where the audience perceives that the benefits of adopting a new behavior outweigh the costs.



## **Social Marketing and Consumer Buying Behavior**

The influence of social marketing on consumer buying behavior is multifaceted and can be explored through various theoretical perspectives.

### **Social Norms and Desirability**

Social marketing often utilizes the power of social norms and desirability. Social norms are the unspoken rules governing behavior within a society and significantly impact individual choices. By promoting socially desirable behaviors, social marketing can influence consumer preferences.

For instance, campaigns emphasizing the appeal of eco-friendly products or charitable giving can motivate consumers to choose products and services aligned with these values. As individuals aim to conform to perceived social norms, their purchasing behavior may shift towards more socially responsible options.

### **Cognitive Dissonance**

Cognitive dissonance theory suggests that individuals experience discomfort when their beliefs and actions conflict. Social marketing can alleviate cognitive dissonance by aligning consumer behavior with desired social outcomes. For example, anti-smoking campaigns highlight the health risks associated with smoking, reducing the dissonance between the desire to be healthy and the act of smoking. This alignment can lead to changes in buying behavior, such as choosing nicotine replacement products or smoking cessation aids.

### **Information and Awareness**

Social marketing campaigns often focus on raising awareness and providing information about specific issues. Information and awareness campaigns can directly impact consumer buying behavior by influencing their choices.



For example, campaigns that educate consumers about the nutritional content of fast food may lead to healthier food choices. Similarly, awareness campaigns about the environmental impact of disposable plastic products can encourage consumers to opt for reusable alternatives.

### **Emotional Appeals**

Emotions play a significant role in consumer buying behavior. Social marketing often employs emotional appeals to create a connection with the target audience. Emotional campaigns can tap into consumers' empathy, guilt, or altruism, prompting them to make socially responsible choices.

For instance, a heartwarming campaign about supporting underprivileged children might lead consumers to purchase products associated with the cause or make donations.

### **Social Marketing and Social Influences**

Social marketing is deeply intertwined with the social environment in which consumers make decisions. Several theoretical frameworks highlight the role of social influences on consumer buying behavior.

#### **Social Learning and Social Proof**

Social learning theory, proposed by Albert Bandura, emphasizes the role of observation and imitation in learning and behavior. Consumers often observe the behavior of others, seeking social proof or validation before making choices.

In the context of social marketing, positive role models and testimonials can have a significant impact on consumer behavior. For example, celebrity endorsements of eco-friendly products can drive consumer adoption as individuals seek to emulate admired figures.

#### **Social Networks and Peer Influence**



Social networks and peer groups are powerful influencers of consumer choices. People tend to conform to the preferences of their social circles and peer groups. Social marketing strategies can leverage these networks to encourage behavioral change.

For example, anti-bullying campaigns in schools use peer influence to discourage bullying behavior. Similarly, initiatives promoting the use of public transportation may harness the influence of social networks to increase ridership.

### **Challenges in Implementing Social Marketing**

While social marketing has the potential to positively influence consumer buying behavior, several challenges must be addressed to ensure effective implementation.

#### **Resistance to Change**

Individuals may resist behavior change, even when presented with compelling social marketing campaigns. This resistance can be due to habit, peer pressure, or a lack of motivation. Social marketers must consider these factors and develop strategies to mitigate resistance.

#### **Sustainability**

The long-term impact of social marketing campaigns on consumer buying behavior is a critical concern. Campaigns may lead to short-term behavior change, but sustaining these changes over time can be challenging. Social marketers must design strategies that encourage lasting change.

#### **Ethical Considerations**

Ethical issues may arise in social marketing campaigns. Strategies that manipulate emotions or use fear appeals must be employed judiciously to avoid negative consequences. Social marketers must ensure that their campaigns do not exploit vulnerable populations or promote harmful behavior.



## Measurement and Evaluation

Measuring the impact of social marketing on consumer buying behavior can be complex. Social marketers must establish clear metrics and evaluation methods to assess the effectiveness of their campaigns.

Social marketing plays a pivotal role in influencing consumer buying behavior by aligning choices with socially desirable outcomes. Through the strategic use of social norms, emotional appeals, cognitive dissonance reduction, and information dissemination, social marketing can encourage individuals to make more socially responsible choices. Additionally, the impact of social influences, such as social learning, social proof, and peer influence, cannot be underestimated in the context of consumer behavior.

While social marketing offers immense potential for positive change, it also presents challenges, such as resistance to change, sustainability of behavior change, ethical concerns, and the need for robust measurement and evaluation. Nevertheless, when executed effectively and ethically, social marketing can be a powerful tool for driving consumer choices that benefit both individuals and society as a whole.

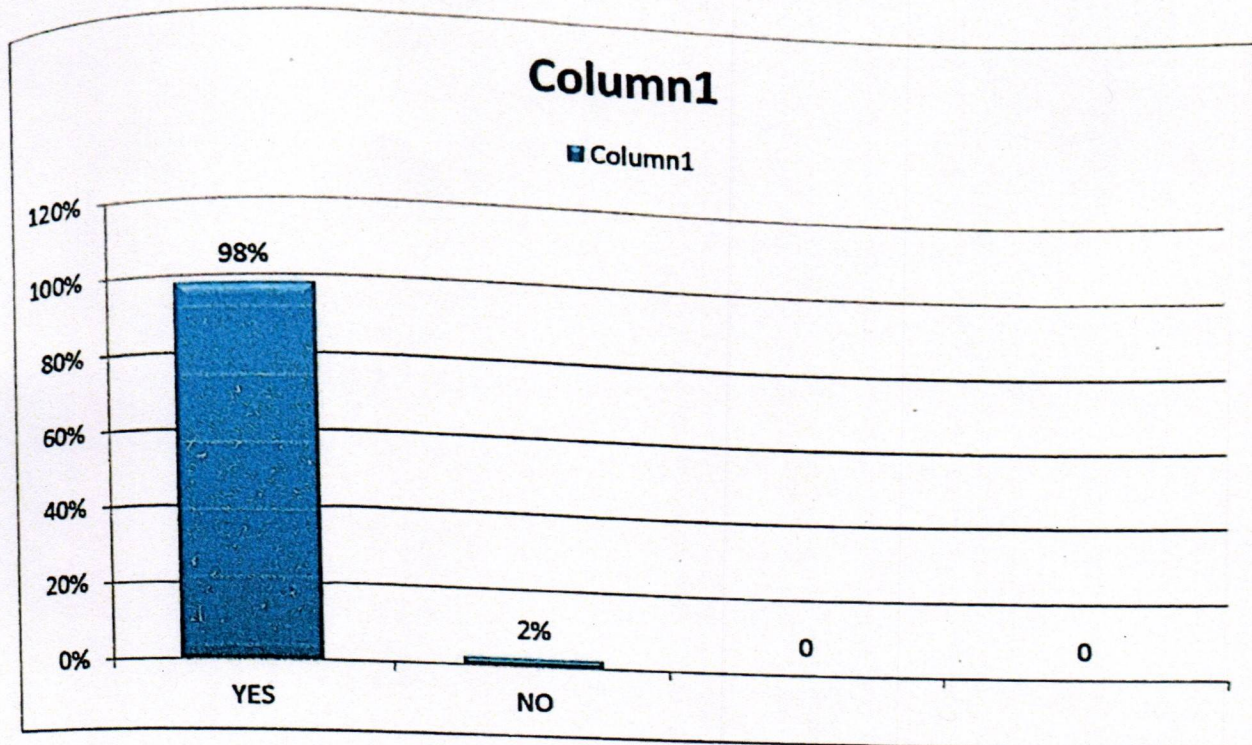


## CHAPTER-3 DATA ANALYSIS

Q1. Are you aware of some Social Marketing campaigns going on at present?

Yes ☐

No ☐

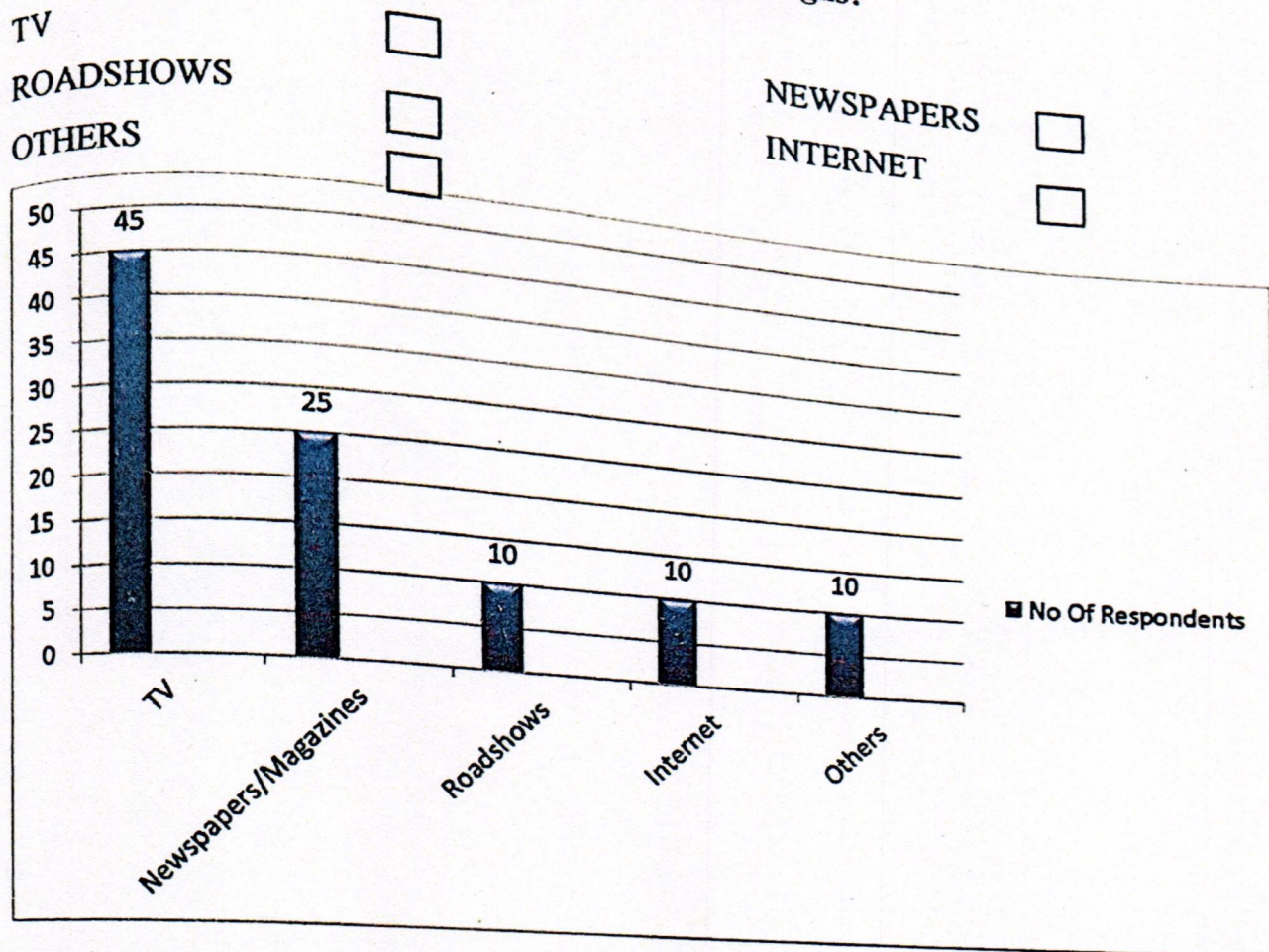


The graph shows that out of 100 people interviewed, 98 are aware of the social marketing campaigns on the market, while only 2 out of 100 have never heard of them.

From the above, we can see that we have almost heard about the social marketing campaign currently underway.



Q2. Where have you seen these promotional campaigns?



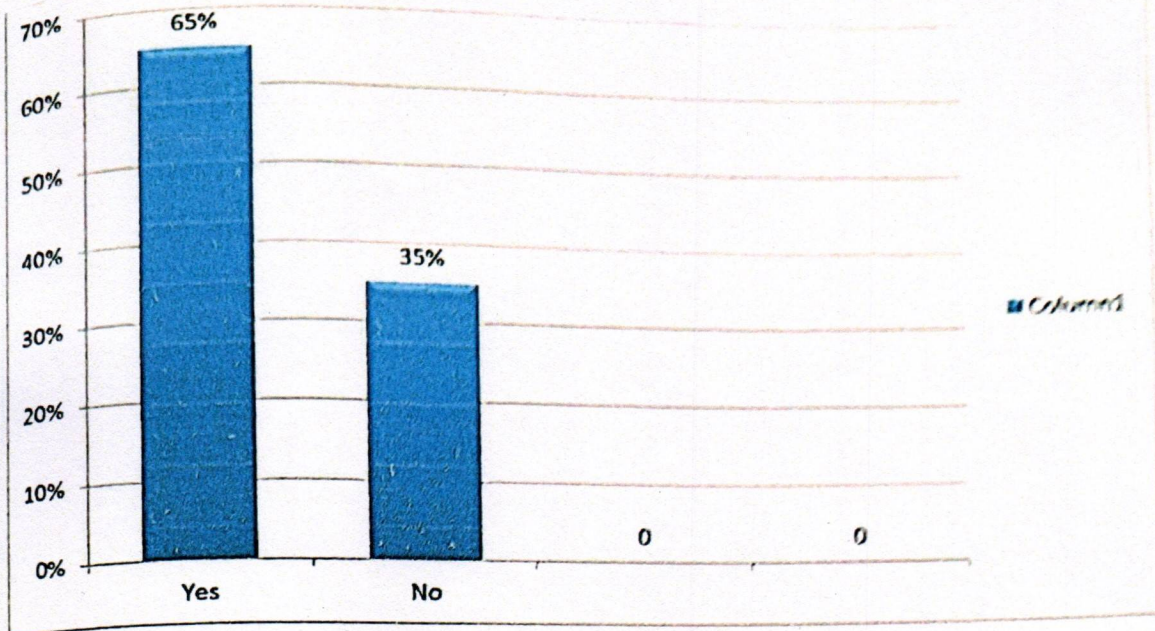
The graph shows where these people responded that they had seen/heard these campaigns. 45% of the population feel they have seen the campaigns on television, 25% in newspapers/magazines, 10% in road shows, a further 10% on the internet and the remaining 10% in other sources.



Q3. Do you think that Social Marketing campaigns are just to create a Noise And Create Excitement?

Yes ☐

No ☐



The above graph shows the percentage of respondents who either agree that these campaigns are just to create noise and excitement in the market to promote their products.

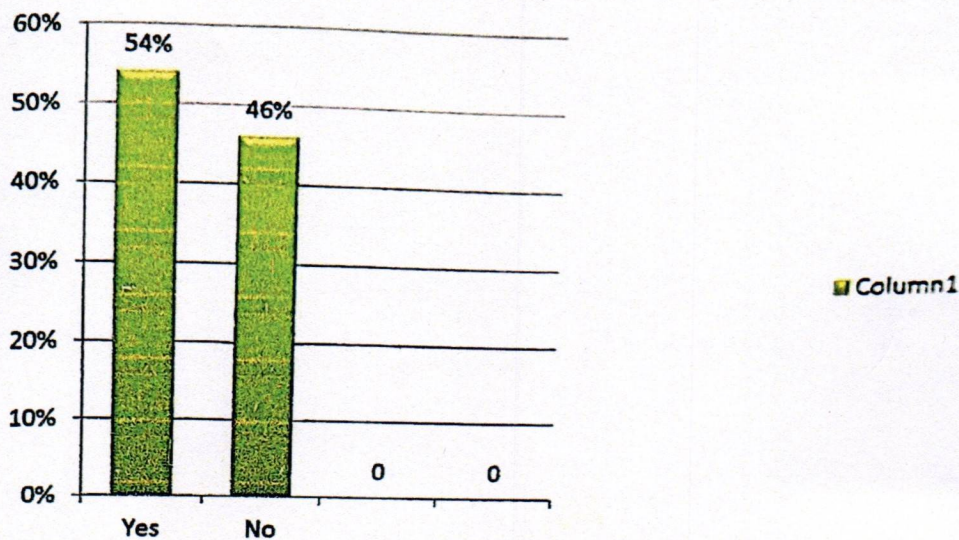
Out of 100, 65% respondents think that, yes these campaigns are to create noise and excitement in the market while 35% think otherwise.



Q4. Do you think Social Marketing campaigns Trigger a strong PR and *Word-Of-Mouth Publicity* that is able to sustain the brands long enough to induce significant purchases?

Yes ☐

No ☐



The above is the graphical representation that these campaigns are strong PR and word of mouth that brands can sustain long enough to cause significant consumer purchases.

The response was almost the same in both respects. Out of 100, 54% said these campaigns generate strong PR and word of mouth that can sustain brands long enough to drive meaningful purchases, while 46% disagree with the facts.



Q6. How do you rate the following objectives sought by the companies through Social Marketing campaigns?

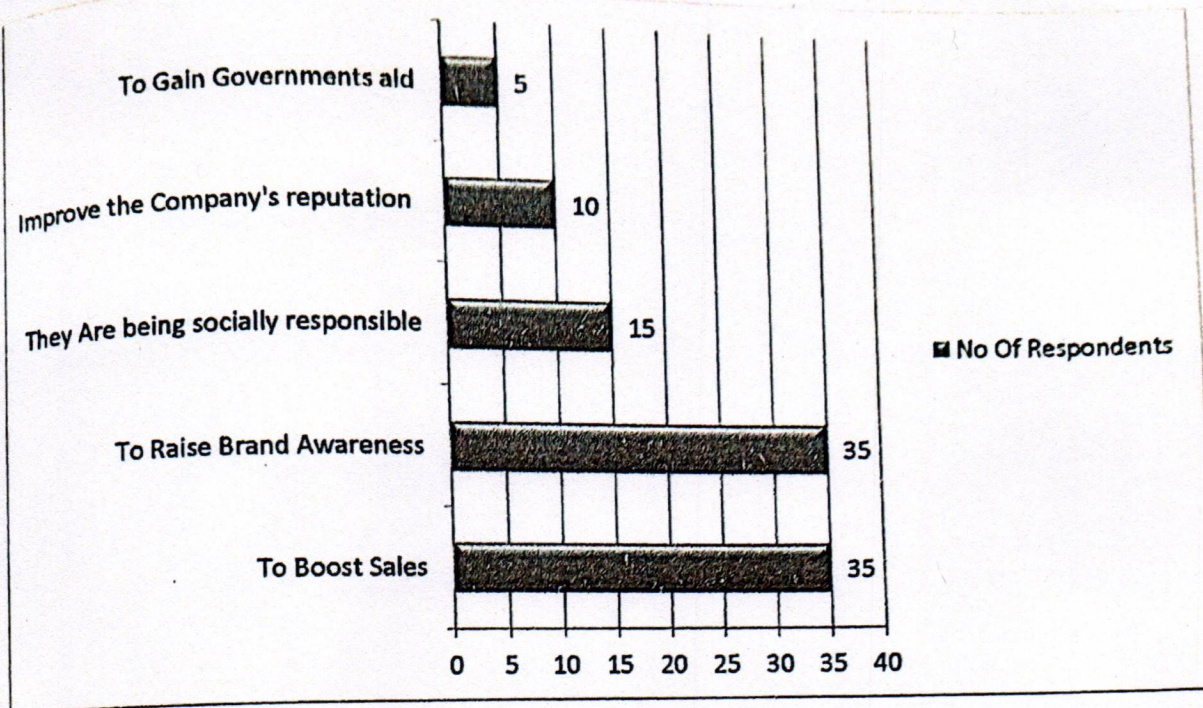
To boost sales

They are socially responsible

To gain government's aid

to raise brand awareness

Improve the company's reputation



One of the key questions is what are the reasons why customers see the reason behind their social marketing campaigns. Again, it's a question where respondents can choose whatever option they feel might be the reason.

Out of 100 samples, 5 believe the aim is to gain government support, the remaining 10 believe it is to improve the company's reputation, the remaining 15% believe they are socially responsible and 35% believe it is to increase the brand. awareness and the other 35% think it is to increase sales.



Q5. What methods have you noticed that the companies are using to spread their Social Marketing initiatives? (Please check all that apply).

Direct Mail

Print Media (Newspapers/Magazines)

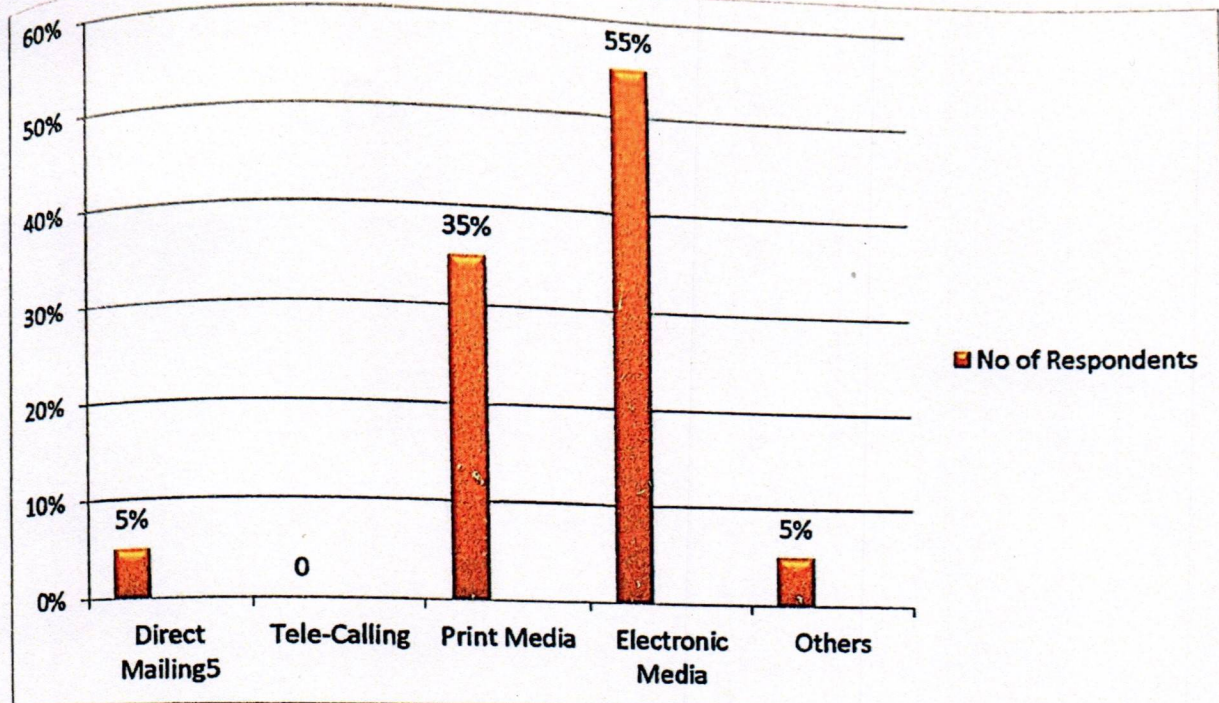
Any Other

☐

Tele Calling

☐

Electronic Media (TV/Radio)

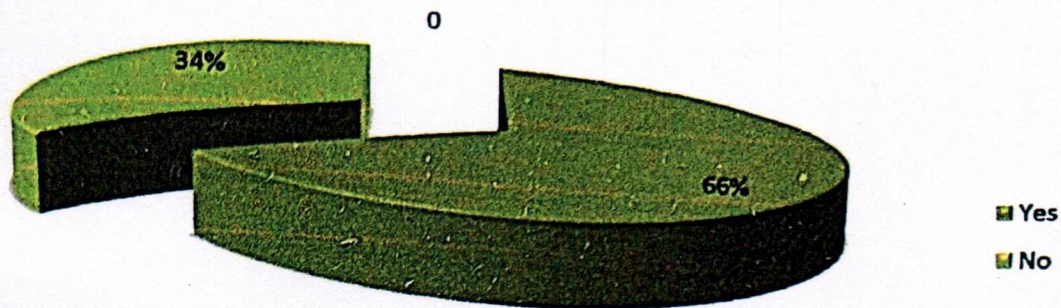
☐
☐
☐


The above graph is about the various methods that companies are using which our respondents have noticed.

5% of them feel that companies use direct mailing to spread their social marketing initiatives, 0% feel through tele calling, 35% of them feel through print media,, 55% of them feel through electronic media and 5% feel through other sources.



Q7. Have you ever mentioned them to anyone or discussed about these campaigns?  
Yes ☐ No ☐



A very simple question, but very relevant for social marketers. To find out if respondents have discussed the campaigns with anyone. This is important because it shows the impact of campaigns on people.

Out of 100 respondents, about 65% said they had told others, while 33% of respondents said they had not told anyone.



Q8. How well did these social marketing campaigns catch your attention?

Very Well

☐

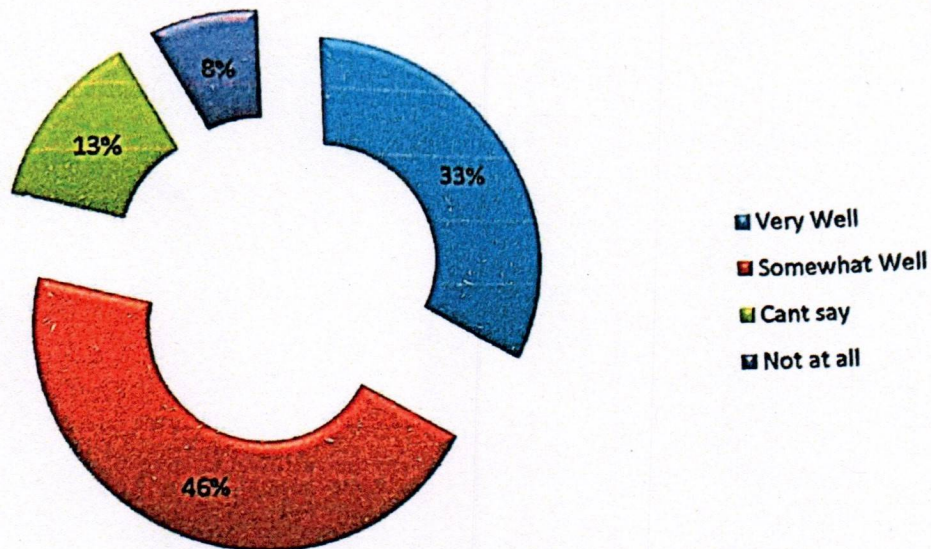
Somewhat Well

☐

Can't Say

☐

Not at all

☐


The above is one of the most important charts. It is important to know to what extent these campaigns caught their attention.

The majority of them said it caught their attention, but only a little. While 33% said it caught their attention very well. 13% of people were unsure of the ability of these campaigns to grab their attention, while a small no. of respondents said it did not attract their attention at all.



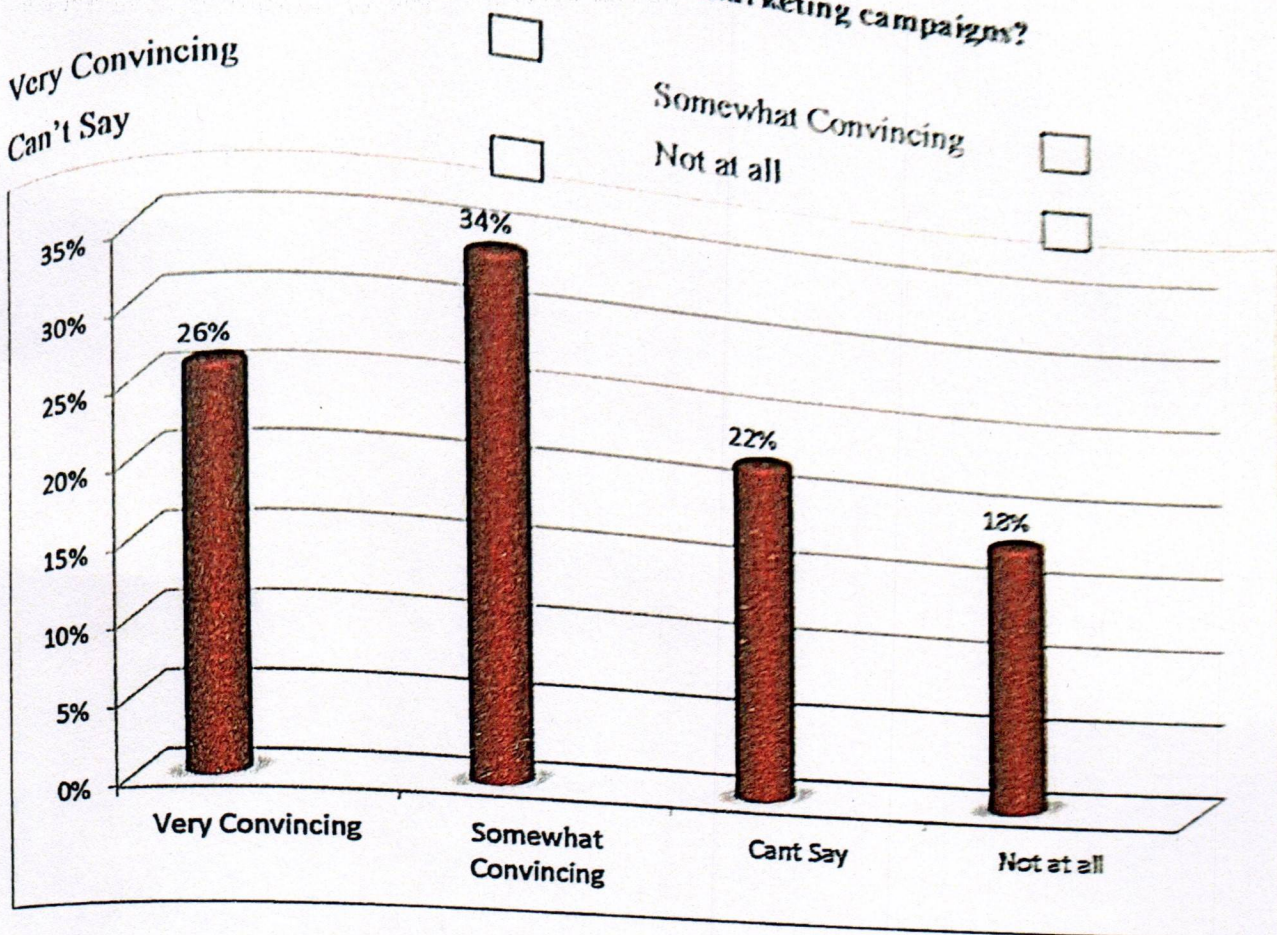
Q9. How convincing did you find these social marketing campaigns?

Very Convincing

Can't Say

Somewhat Convincing

Not at all



Again, one of the questions used to measure consumer impact was how compelling these campaigns are to consumers.

Here, the response was quite split. 26% found them very convincing. 34% said they found it somewhat convincing, while 22% were unsure how convincing it was, while 18% were not at all convinced.



**Q10. Based on their campaigns, how likely would you like be to purchase their products in the future?**

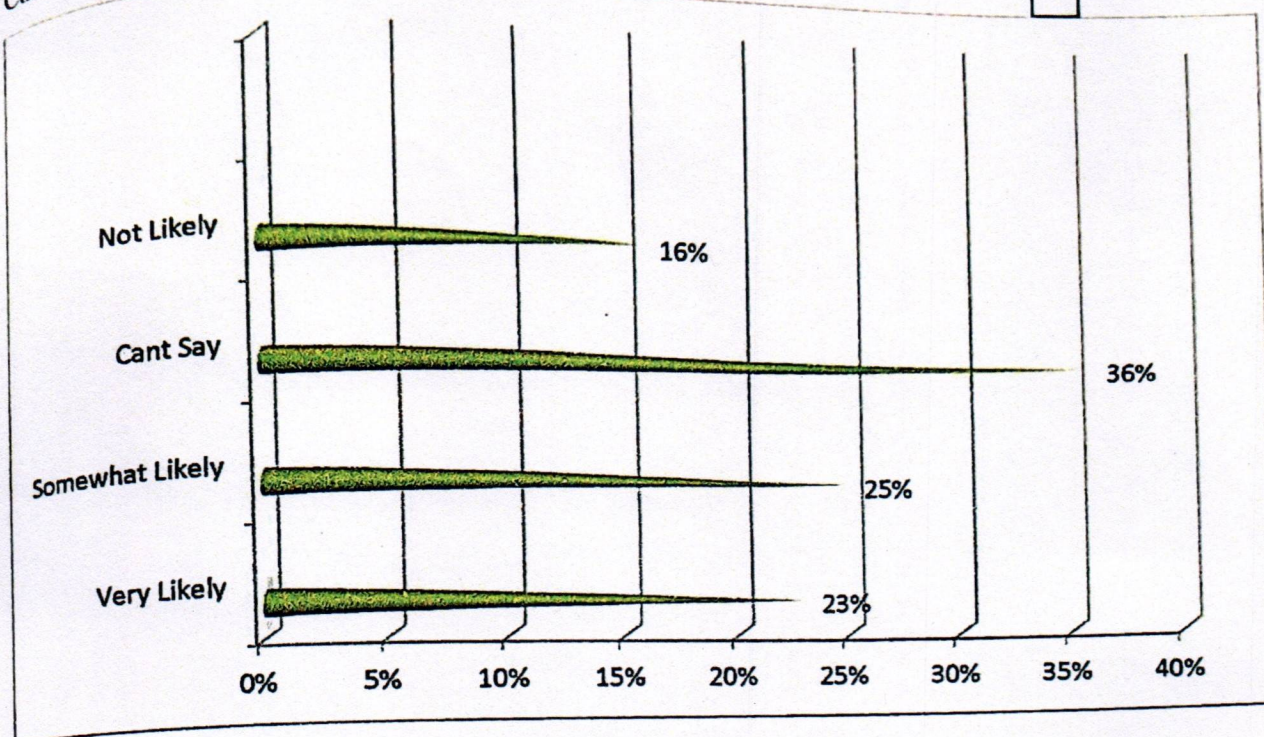
Very Likely  
Can't say



Somewhat Likely



Not likely



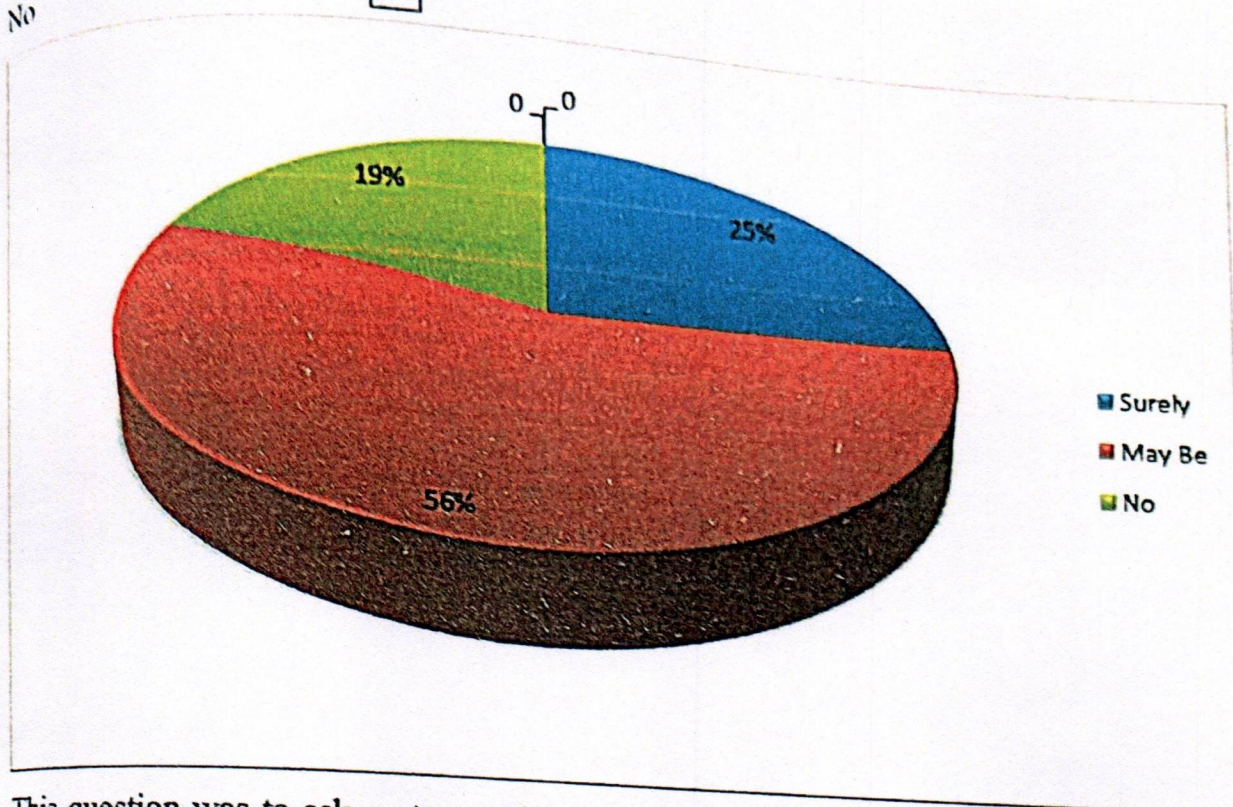
The above is the graphical representation of the answer to the question whether respondents would buy the company's products inspired by these campaigns.

There too, the response was divided. While 23% of respondents said they were very likely to buy the product and 25% said they might buy it, a majority of consumers were still unsure about buying the product from undertaken as a result of these campaigns. 16% of respondents also indicated that they would not buy the products just because of these campaigns.



Q11. If deciding between this product and a competing product, how much would this campaign influence you to buy this product?

Surely  
May be  
No

☐  
☐  
☐

This question was to ask customers if they would buy the company's product if they had to choose between their company and a competing company.

Most of the respondents don't know what they will do. 25% of respondents said they would prefer to buy their company's product over the competing company, while 19% said they would not buy their company's product based on these campaigns alone.



Q12. How much has the campaign improved the image of the company in your eyes?

Very Much

☐

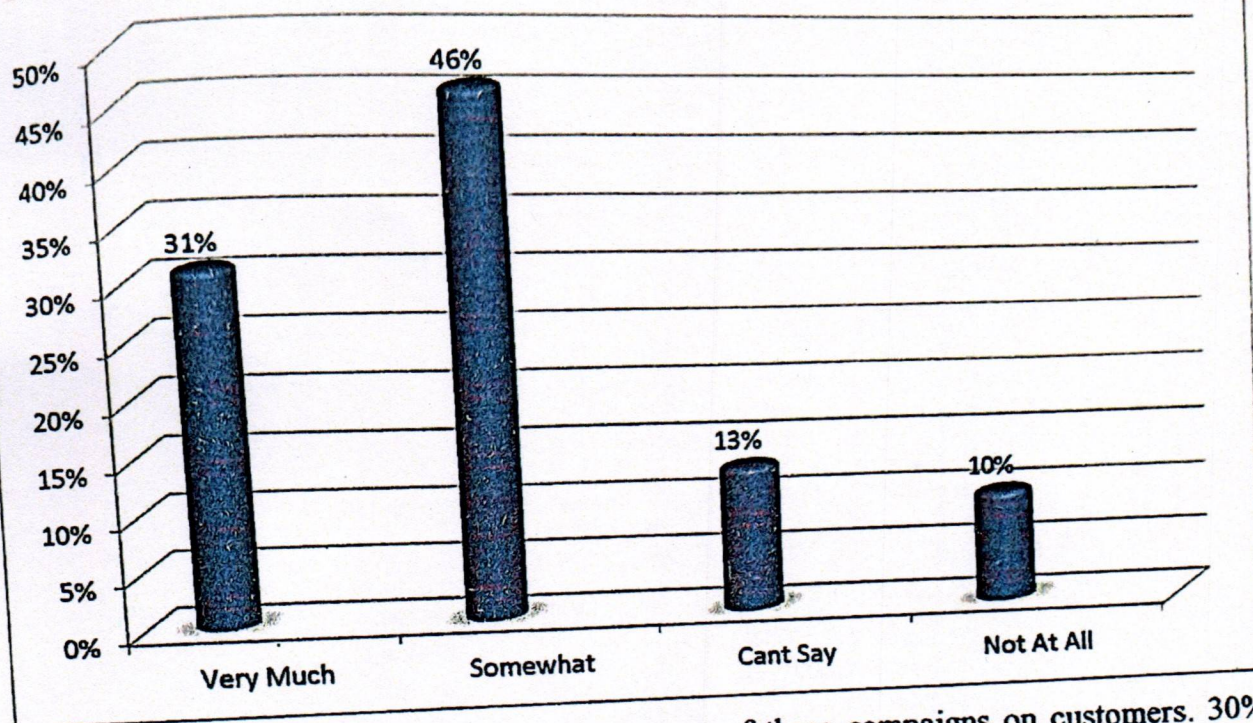
Somewhat

☐

Can't Say

☐

Not at all

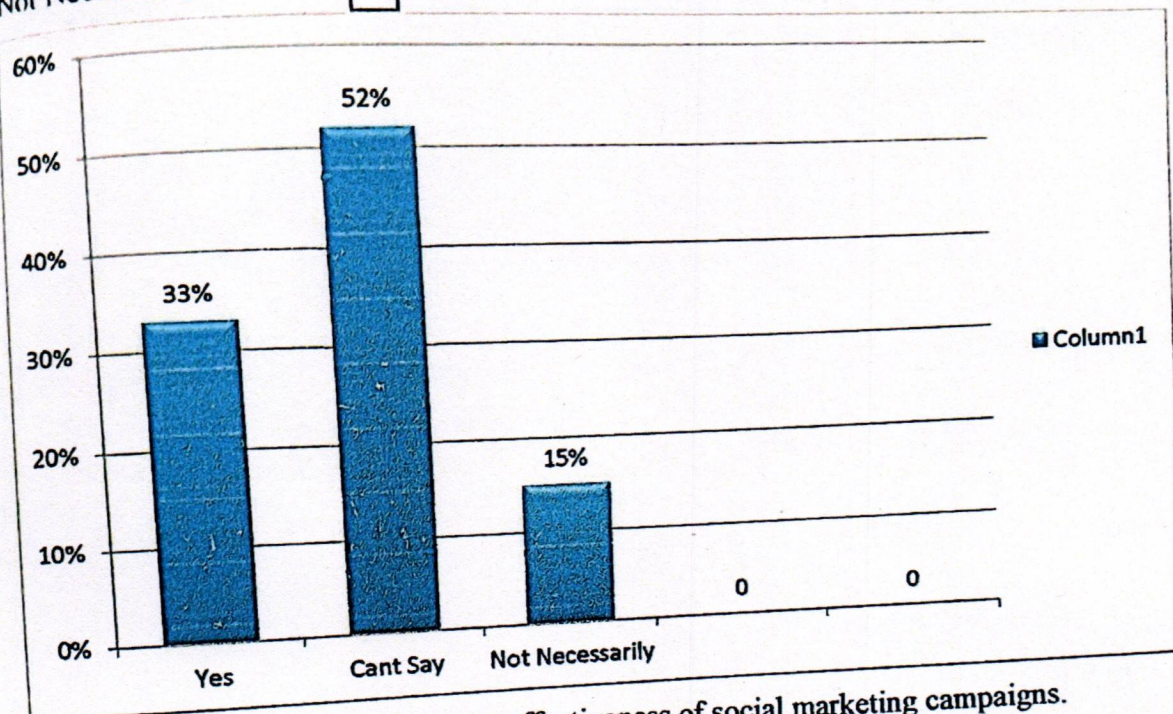
☐

Still one of the key questions about the impact of these campaigns on customers. 30% of respondents said that these campaigns actually improved the company's image in their eyes; while 45% said they slightly improved the company's image in their eyes. 13% are unsure whether there has been a change in the company's image. 10% said it had no impact on the company's image in their eyes.



Q13. Have these campaigns influenced you to buy products of companies which are socially responsible?

Yes ☐  
Can't Say ☐  
Not Necessarily ☐



This is a general question about the effectiveness of social marketing campaigns. The majority of respondents, 52%, were unsure about buying the product from socially responsible companies. 33% said they would prefer to buy products from socially responsible companies. 15% of respondents said that a company does not have to be socially responsible to buy its products.



Q14. Which of the following would you use to describe the campaigns that are being used? (Please check all that apply.)

Appealing ☐

Credible ☐

Creative ☐

Believable ☐

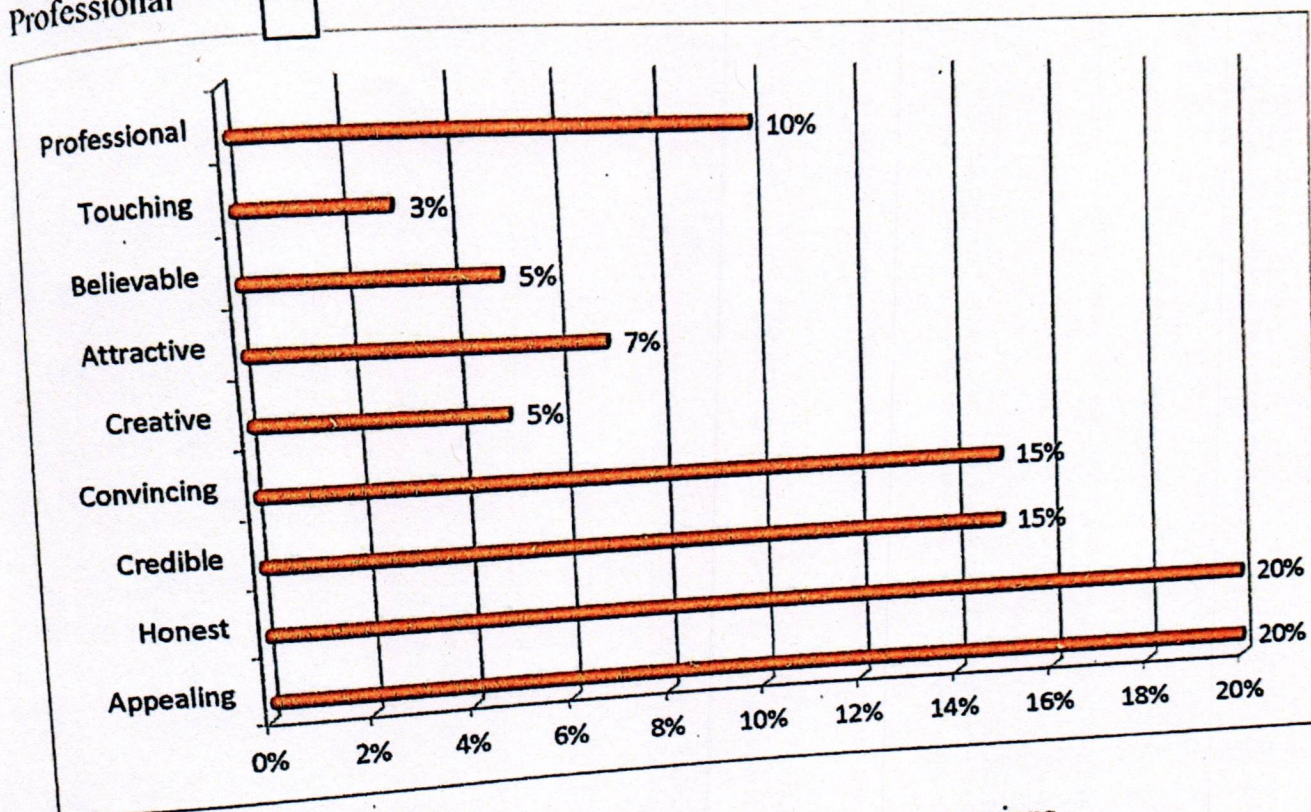
Professional ☐

Honest ☐

Convincing ☐

Attractive ☐

Touching ☐



That was the question about the different attributes of these campaigns.

10% of people feel professional, the remaining 3% feel touching, 5% feel believable, 7% feel attractive, 5% feel attractive creative, the remaining 15% feel both convincing and believable, and 20 % feel honest and the other 20% also feel attractive.



## CHAPTER-4

### CONCLUSION

The findings from the survey on the impact of current social marketing campaigns provide valuable insights into the dynamic landscape of consumer perceptions and behaviors in response to these initiatives. It is evident that there is a high level of awareness and exposure to these campaigns, with nearly all respondents (98%) indicating their awareness, demonstrating the extensive reach of social marketing in engaging a broad audience. Television emerges as the primary medium for campaign exposure, suggesting the importance of visual and audiovisual content in capturing consumer attention, while the presence of campaigns in newspapers, magazines, the internet, and various other sources highlights the diversified approach to spreading the message.

The survey also reveals diverse opinions on the primary objectives of social marketing campaigns. While a significant proportion perceives these campaigns as primarily aimed at creating market buzz and excitement (65%), a notable percentage (35%) believes in a broader and more socially responsible purpose behind them. The impact of these campaigns on brand sustainability is also mixed, with 54% believing they generate strong public relations and word-of-mouth support capable of driving substantial consumer purchases, while 46% hold a different perspective.

The survey underscores the importance of multi-channel promotion methods, with electronic media, especially television and radio, being the most recognized. It is clear that these campaigns generate discussions and influence public discourse, as the majority of respondents reported discussing them with others (65%). However, their influence on future purchase decisions appears complex, as a significant number of respondents remained uncertain or less inclined to make future purchases solely based on the campaigns. The data highlights the multi-faceted nature of social marketing's impact on consumer behavior, emphasizing the need for a nuanced and strategic approach in planning and executing these campaigns to maximize their influence effectively.



## 4.1 FINDINGS/RESULTS OF THE STUDY

The findings from the survey on the impact of current social marketing campaigns on a sample of 100 respondents reveal several important insights.

- Awareness and Exposure to Campaigns: Almost the entire sample population (98%) is aware of ongoing social marketing campaigns, indicating that these campaigns have a widespread reach. Only 2% of respondents reported no awareness, underlining the pervasive nature of such initiatives.
- Media Channels for Exposure: Television emerges as the primary medium for campaign exposure, with 45% of respondents recalling seeing these campaigns on TV. Newspapers and magazines follow at 25%, and the internet accounts for 10%. Other sources also contributed 10% to campaign visibility, demonstrating the diversified approach taken by marketers.
- Perception of Campaign Objectives: A significant portion of respondents (65%) believe that social marketing campaigns are primarily intended to create noise and excitement in the market, presumably to promote products. In contrast, 35% hold that their purpose extends beyond this, reflecting diverse opinions on the campaign's underlying objectives.
- Impact on Brand Sustainability: The data indicates a balanced view regarding the sustainability of brands through social marketing campaigns. About 54% of respondents believe that these campaigns generate strong public relations and word-of-mouth support, which can endure and drive substantial consumer purchases. In contrast, 46% do not share this belief.
- Promotion Methods: Electronic media (TV and radio) is the most noted method for spreading social marketing initiatives, with 55% of respondents recognizing it. Print



media (newspapers/magazines) is observed by 35%. Direct mail, tele-calling, and other methods have less visibility, collectively accounting for 10%.

- Campaign Objectives: The primary objectives perceived by respondents for social marketing campaigns are raising brand awareness (35%) and increasing sales (35%). The remaining 30% is divided between promoting social responsibility (15%) and enhancing the company's reputation (10%). Only 5% believe these campaigns aim to gain government support.
- Discussion and Influence: A substantial majority (65%) of respondents have discussed these campaigns with others, underscoring their potential to generate conversations and influence public discourse.
- Attention and Convincing Power: Around 33% of respondents stated that the campaigns caught their attention very well, while 26% found them very convincing. Nevertheless, a significant number (18%) reported that the campaigns did not capture their attention at all, and 22% were unsure of their convincing power.
- Future Purchase Intent: Respondents were divided on future purchase intent influenced by these campaigns. While 23% were "very likely" to consider buying products, another 25% were "somewhat likely." However, a majority remained uncertain or less inclined to make future purchases based solely on the campaigns.
- Influence on Purchase Decisions: Respondents were largely unsure about how much the campaigns would influence them in choosing a product when faced with competing options. Only 25% expressed a preference for the company's product, while 19% stated that the campaigns would not influence their choice.
- Improvement in Company Image: The campaigns have led to a moderate improvement in the image of the companies, with 45% of respondents reporting a somewhat improved view. An additional 30% expressed a significant improvement.



However, 13% remained unsure, and 10% saw no change in their perception of the companies.

- Impact on Buying from Socially Responsible Companies: A notable proportion (33%) of respondents was influenced by these campaigns to buy from socially responsible companies. However, the majority (52%) remained unsure about the impact of social marketing campaigns on their purchase decisions. Fifteen percent felt that a company's social responsibility does not necessarily influence their purchases.
- Attributes of Campaigns: Respondents described these campaigns using various positive attributes. The most frequently chosen descriptions were "attractive" and "creative" (20% each), followed by "convincing" (15%), "honest" (20%), and "professional" (10%).



## 4.3 SUGGESTIONS & SCOPE FOR FURTHER STUDY:

### Suggestions for Further Study:

The study examining how social marketing influences consumer buying behavior has illuminated a dynamic and ever-changing field. To expand our comprehension and address the intricacies of this interaction, there are several avenues for potential future research.

To start, conducting long-term studies could be instrumental in monitoring shifts in consumer behavior over an extended period. This approach can provide deeper insights into the enduring impact of social marketing campaigns and how they evolve over time.

Analyzing the effects of social marketing campaigns across different cultures and regions is another promising direction. This cross-cultural analysis can reveal the variations in how these campaigns impact consumers, offering valuable insights for global marketing strategies.

With the advent of emerging technologies such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI), it is crucial to explore how these innovations are harnessed in social marketing and their influence on consumer behavior. Additionally, delving into the psychological and emotional aspects of social marketing campaigns can help us understand the underlying mechanisms and emotional responses that drive consumer choices.

Focusing on the impact of social marketing within specific industries, such as healthcare, environmental conservation, or social justice, can provide industry-specific insights. Different sectors may require tailored approaches to maximize the effectiveness of social marketing.

In the age of digital marketing and social media, it's essential to investigate how online and offline social marketing campaigns differ in their influence on consumers.

Ethical considerations in social marketing campaigns are of paramount importance, and research in this area can shed light on the ethical implications of campaigns and their effects on consumer trust and perception.



Segmenting consumers based on various factors and studying how different segments respond to social marketing campaigns can aid in crafting targeted and personalized strategies.

Applying neuroscience and neuromarketing techniques to understand the neural responses of consumers to social marketing campaigns can unveil subconscious reactions.

Evaluating the combined effects of multi-channel campaigns on consumer behavior is a promising area for investigation.

The field of social marketing and its influence on consumer buying behavior presents numerous opportunities for further study. This research can deepen our understanding and contribute to the development of more effective and ethical social marketing strategies, capable of driving positive societal change while achieving business objectives.



### Scope for Further Study:

The scope for further study in the realm of the impact of social marketing on consumer buying behavior is both extensive and brimming with potential. Numerous key areas offer exciting avenues for research. First and foremost, the influence of various social media platforms on consumer choices remains a dynamic field. Research into how different social media platforms, including Facebook, Instagram, Twitter, and emerging platforms, affect consumer decisions is of paramount relevance in today's digital age.

In addition, the burgeoning realm of influencer marketing is ripe for exploration. Delving into how influencers impact consumer buying behavior, the authenticity of influencer endorsements, and their role in different industries is essential. User-generated content, encompassing customer reviews, ratings, and testimonials, has a profound impact on consumer decisions. Investigating how user-generated content influences purchasing choices and how companies can effectively integrate it into their marketing strategies presents a promising area for study.

Given the multi-channel landscape in which consumers engage with brands, it is imperative to comprehend how cross-channel marketing influences consumer behavior. This involves understanding the strategies for seamless consumer experiences and their impact on buying decisions. As data collection and personalization become central to marketing, the ethical dimensions of consumer data usage require attention. Research in this domain can explore consumer perceptions of data privacy and how ethical data practices influence their buying behavior.

Drawing from principles in behavioral economics and psychology to understand consumer decision-making offers valuable insights. Investigating the effectiveness of nudging techniques, such as defaults, scarcity, and social proof, in social marketing campaigns is an exciting avenue. The influence of corporate social responsibility (CSR) initiatives on consumer behavior is another emerging area of interest, delving into how a company's social and environmental responsibility efforts affect consumer perceptions and purchasing



decision. Comparative studies analyzing the success of various social marketing campaign strategies, such as emotional appeals, rational messaging, and cause-related marketing, can help identify best practices. Ethical considerations in social marketing, including the impact of ethical and unethical practices on consumer trust and choices, are also paramount.

Furthermore, with the growing interest in sustainability and ethical consumption, researching how social marketing campaigns can drive sustainable and ethical buying behavior is a timely and socially significant area of study. In summary, the expansive scope for further research in the field of social marketing and its influence on consumer buying behavior promises to deliver valuable insights for marketers, policymakers, and businesses, enabling them to better comprehend and leverage the power of social marketing in shaping consumer choices.



#### 4.4 KEYWORDS & THEIR MEANING:

- ✓ **Social Marketing:** The application of marketing principles and techniques to promote social causes or ideas, often associated with nonprofit or public sector initiatives.
- ✓ **Consumer Buying Behavior:** The process and factors that influence consumers' decisions to purchase products or services, encompassing psychological, social, cultural, and economic aspects.
- ✓ **Campaign Effectiveness:** The measurement of how well a marketing campaign achieves its objectives, which may include raising awareness, driving sales, or changing consumer behavior.
- ✓ **Influence:** The ability of social marketing campaigns to affect or alter consumer attitudes, beliefs, and actions in a desired manner.
- ✓ **Behavioral Change:** The intended outcome of social marketing campaigns, where consumers modify their actions or behaviors in response to campaign messages or incentives.
- ✓ **Awareness:** The extent to which consumers are cognizant of a social marketing campaign, its objectives, and the issues it addresses.
- ✓ **Psychological Factors:** The individual and collective mental elements that influence consumer buying behavior, such as motivation, perception, attitude, and memory.



- ✓ **Social Factors:** External factors originating from a person's social environment, including family, peers, culture, and societal norms, which can affect consumer decisions.
- ✓ **Cultural Factors:** Elements related to cultural background, values, beliefs, and traditions that can shape consumer preferences and choices.
- ✓ **Digital Marketing:** The use of digital channels and technologies, including social media, email, and online advertising, to deliver marketing messages and influence consumer behavior.
- ✓ **Ethical Marketing:** The practice of promoting products or services in an ethical and socially responsible manner, often associated with social marketing campaigns with a focus on ethics and social responsibility.
- ✓ **Consumer Trust:** The confidence and reliance that consumers have in a brand, organization, or product, which can be influenced by the ethical and trustworthy nature of marketing campaigns.
- ✓ **Multi-Channel Marketing:** The use of multiple marketing channels, both online and offline, to engage consumers and influence their buying behavior.
- ✓ **Cause-Related Marketing:** A marketing strategy that links a brand or product with a social or environmental cause to drive consumer engagement and purchases while supporting a charitable or social initiative.



- ✓ **Consumer Segmentation:** The practice of categorizing consumers into distinct groups based on characteristics such as demographics, psychographics, and behaviors to tailor marketing efforts.
- ✓ **Neuromarketing:** The application of neuroscience principles to study consumer responses and behavior in relation to marketing stimuli, such as advertisements and product displays.
- ✓ **Nudging Techniques:** Behavioral science-based methods used in marketing to subtly encourage desired consumer behaviors without coercion, often associated with choices architecture.
- ✓ **Sustainability Marketing:** The promotion of products and practices that prioritize sustainability, environmental responsibility, and social impact, often aligned with the principles of social marketing.
- ✓ **CSR (Corporate Social Responsibility):** A company's commitment to behaving ethically and contributing to social and environmental betterment, which can be a focus of social marketing campaigns.
- ✓ **Cross-Cultural Marketing:** Marketing strategies that adapt to and consider cultural differences, values, and preferences when targeting consumers from diverse cultural backgrounds.



## CHAPTER-5: RECOMMENDATIONS

- ✓ **Diversify Marketing Channels:** Marketers should diversify their marketing channels with a particular focus on leveraging the potential of social media platforms and influencer marketing to reach and engage consumers effectively.
- ✓ **Embrace Ethical Practices:** Ethical marketing practices and responsible data usage should be prioritized to build and maintain consumer trust. Transparency and adherence to ethical standards are essential.
- ✓ **Segmentation and Personalization:** Utilize consumer segmentation for tailored marketing strategies. Personalization based on demographics, behaviors, and psychographics can enhance campaign effectiveness.
- ✓ **Incorporate Behavioral Insights:** Behavioral economics principles and nudging techniques can be incorporated into campaigns to influence consumer decisions positively.
- ✓ **CSR Integration:** Companies should consider integrating corporate social responsibility (CSR) initiatives into their marketing strategies to resonate with socially conscious consumers.
- ✓ **Cross-Cultural Awareness:** In a globalized market, understanding cross-cultural nuances is crucial for effective marketing campaigns targeting diverse consumer groups.



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## ANNEXURE

### QUESTIONNAIRE

- Age: \_\_\_\_\_

- Department: \_\_\_\_\_

- Email Id: \_\_\_\_\_

#### Work Experience:

A) 0-2 years   B) 2-4 years   C) 4-6 years   D) More than 6 years

#### Understanding Expectations:

1. Do you have a clear understanding of your role and responsibilities at work?

A) Completely   B) Partially   C) Not at all

#### Opportunities for Excellence:

2. Do you feel that you consistently get the opportunities to perform at your best?

A) Always   B) Mostly   C) Sometimes   D) Rarely   E) Not at all

#### Infrastructure Satisfaction:

3. Are you satisfied with the workplace infrastructure provided to carry out your tasks?



- A) Highly Satisfied B) Satisfied C) Neither Satisfied nor Dissatisfied D) Dissatisfied  
E) Highly Dissatisfied

Rewards and Recognition:

4. How do you rate the company's rewards and recognition policy?

- A) Highly Satisfied B) Satisfied C) Neither Satisfied nor Dissatisfied D) Dissatisfied  
E) Highly Dissatisfied

Support from Superiors:

5. Do you receive the necessary support and guidance from your Head of Department (HOD) or superiors?

- A) Strongly Agree B) Agree C) Neither Agree nor Disagree D) Disagree E) Strongly Disagree

Value of Suggestions:

6. How often do you believe your suggestions are taken into account by the management?

- A) Always B) Mostly C) Sometimes D) Rarely E) Not at all

Mission and Purpose:

7. Does the organization's mission and purpose make you feel the significance of your role?

- A) Always B) Mostly C) Sometimes D) Rarely E) Not at all



#### Development Satisfaction:

8. Are you content with your professional development within the workplace?

- A) Highly Satisfied B) Satisfied C) Neither Satisfied nor Dissatisfied D) Dissatisfied  
E) Highly Dissatisfied

#### Training and Skill Improvement:

9. Do you receive regular training sessions or workshops to enhance your skills and job knowledge?

- A) Always B) Mostly C) Sometimes D) Rarely E) Not at all

#### One-on-One Meetings:

10. How often do you have one-on-one meetings with your manager to discuss your progress and areas for improvement?

- A) Always B) Mostly C) Sometimes D) Rarely E) Not at all

#### Fairness of Job Promotions:

11. Are job promotions within the organization considered fair in your opinion?

- A) Highly Agree B) Agree C) Neither Agree nor Disagree D) Disagree E)  
Highly Disagree

#### Pay and Benefits Satisfaction:



12. Are you content with your compensation and other employment benefits?

- A) Highly Satisfied B) Satisfied C) Neither Satisfied nor Dissatisfied D) Dissatisfied  
E) Highly Dissatisfied

Stress Relief Programs:

13. How do you feel about the stress relief programs conducted within the organization?

- A) Highly Satisfied B) Satisfied C) Neither Satisfied nor Dissatisfied D) Dissatisfied  
E) Highly Dissatisfied

Self-Utilization:

14. Do you believe that you are fully utilizing your abilities and potential within the organization?

- A) Highly Agree B) Agree C) Neither Agree nor Disagree D) Disagree E)  
Highly Disagree

Overall Job Satisfaction:

15. What is your overall satisfaction level with your current job?

- A) Highly Satisfied B) Satisfied C) Neither Satisfied nor Dissatisfied D) Dissatisfied  
E) Highly Dissatisfied

Thank you for your valuable input!