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SOCIAL MARKETING FOR SOCIAL CHANGE A Study of Female Child Campaign in India

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Marketing concepts and techniques are now widely used to promote social welfare schemes. Based on the findings of a survey of the impact of female child campaign in India, the authors in this paper conclude that the campaign has been successful in bringing about necessary behavioural and attitudinal changes in people. But in the absence of regular telecast and feedback, the impact of the campaign has remained confined to the capital. A more integrated social marketing approach consisting of goal setting, market segmentation, customer analysis, suitable marketing mix, effective feedback and control mechanism is suggested to make the campaign a grand success.

Marketing has undergone significant metamorphosis during the last four decades or so. It has emerged today as a highly versatile tool and is being used not only for promoting sales of goods and services but also for promoting people, places, institutions and ideas. The list of organisations making use of marketing tools and techniques has also expanded considerably. Be it personal or institutional, commercial or philanthropic, political or social, religious or legal -- in almost all facets of human life marketing has fast gained importance and acceptance.

One of the vital areas of the extended marketing applications is the use of marketing for advancing social ideas and causes, i.e., to effect reforms in the society. Social marketing, as it has come to be known, has emerged today as a potent strategic tool and is being applied the world over by the governmental as well as voluntary organisations for promoting a variety of social causes such as family planning, pollution control, health care, energy conservation, higher literacy, fund raising and immunisation.

The present paper makes an attempt to discuss as to what social marketing is and how it can be applied for bringing about desired reforms in the society. An empirical investigation of the female child campaign in India constitutes a pointer. Based on a survey of 200 people, the paper endeavours to examine as to how far the female child campaign has been successful and how the social marketing approach can be utilised to make it more effective in achieving its much coveted mission of proper upbringing of the female child in India.

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SOCIAL MARKETING : A CONCEPTUAL FRAMEWORK

Simply speaking social marketing is the application of marketing tools and techniques for marketing socially beneficial ideas and causes to a particular group of people or community as a whole. The objective may be either to merely alter people's beliefs, values and attitudes or more ambitiously to induce them to take certain actions or introduce changes in their behaviour. In the words of Philip Kotler, it can be defined as the 'design, implementation and control of programs seeking to increase the acceptability of social idea, cause or practice in the target group(s) involving the considerations of product, planning, pricing, communications and marketing research.'

Though a large number of government as well as non-profit institutions have started employing mass media for promoting social causes among the public, this alone does not constitute social marketing. Social marketing is more than social advertising or social communication. Like a commercial marketer, a social marketer too needs to take into consideration all the 4 Ps, viz., product, price, promotion and place, for making the social campaign truly effective and successful. A brief discussion of the 4Ps as pertaining to social marketing is provided below.

(a) Product

In the context of social marketing, product refers to any social idea that social organisations wish to promote to a certain group of people. For example, the idea of marketing 'safer driving' is a social product, with an objective to create safer driving habits and attitudes among the people.²

Like a commercial product, the social product too ought to be carefully developed, designed and packaged to make it more appealing to the target audience, and thereby inducing them to purchase it, i.e., making the people to favourably respond to the idea. For example, in the case of 'safer driving' example, social product can take various forms, viz., offering a defensive driving course, arranging a public education media campaign, creation of insurance policies with lower premiums for the safer drivers.³

The social marketers need to make a strategic choice as to which one or the combination of several product forms would be most effective in creating safer driving habits among the people. In practice, social marketers have often made use of more than one product form so as to gain wider acceptability of their campaign. In the area of health care marketing, for instance, the Stanford Heart Disease Campaign (1972-75) attempted to reduce the risk of coronary disease through a variety of health product forms, ranging from decreasing dietary cholesterol consumption to reducing cigarette smoking and increasing exercise levels.⁴

(b) Price

Price represents the costs that the buyer must accept in order to obtain the given product. Price in the context of social marketing includes money costs as well as any opportunity foregone and the expenditure of energy.⁵

In the case of family planning, for instance, the cost to the people includes expenditure of money and energy on family planning counselling, adopting birth control devices and foregoing opportunities of greater family income and security in future.

Since the target audience directly or indirectly makes a cost-benefit analysis while considering the investment of money, time or energy in the issue, the social marketer needs to plan as to how to increase the rewards in relation to the costs for inducing the target audience to buy the social products.⁶ He can accomplish this by evolving such a mix of product, price, promotion and place as will simultaneously increase the rewards and reduce costs for the target audience.

(c) Promotion

Besides developing an appropriate product and suitably pricing it, the social marketer needs to effectively communicate and persuade people to adopt the proposed product. The effective strategy for social communication requires a judicious mix of all the promotional tools such as advertising, personal selling, publicity and sales promotion. Like in the case of business marketing, the social marketer has to determine the size of advertising budget, choose appropriate appeals and select suitable media.⁷ In addition, he needs to determine the sales territories and motivate, supervise and periodically evaluate the sales force.

(d) Place

Place means arranging for accessible outlets which permit the translation of motivations into actions. Social marketer must select and develop appropriate outlets, and decide their number, average size and location. Place has come to occupy a strategic place in the social marketing mix and its importance has been well recognised in several campaigns. Strategists of anti-smoking campaigns, for instance, knew that without action channels, the campaigns would remain ineffective, and hence, they set up smokers' clinics in large cities for helping people give up smoking.

TYPES OF SOCIAL CHANGES

Social marketing aims to produce an optimal plan for bringing about a desired social change. According to Kotler, a social cause can attempt to produce any one or more of the following four types of social changes:⁸

(i) Cognitive Change

Cognitive change is a change in the target group's knowledge or understanding of something. The immunisation campaign to educate people about the needs or benefits of various types of vaccinations fall under this category. In a similar vein, a campaign explaining the role of National Service Scheme (NSS) would also come under cognitive change.

Because of their focus on providing information to the public, these campaigns are known as public information or public education campaigns, and seek to pass on the relevant information to the target audience through mass advertising, publicity, personal contacts, displays, exhibitions and other media vehicles.

(ii) Action Change

Campaigns concerning action change are designed to induce the target market to carry out a specific action in a specified time period. Campaigns to attract people to show up for mass immunisation and to attract blood donors constitute examples of action change campaigns.

It may be mentioned here that action change is harder to market because action involves a cost to the actor, and even if the attitude of the people towards the action is favourable, still carrying it out remains beset with lots of inhibiting factors such as distance, time and expense.

(iii) Behavioural Change

Behavioural change aims at inducing or helping people to change some aspects of their behaviour for the sake of their well being. Examples to classify this change include efforts to discourage excessive consumption of alcohol and efforts to discourage cigarette smoking.

Behavioural change is much harder to achieve than action change. Often the person is aware of the bad effects of his consumption habits but he finds it very difficult to change his behavioural pattern. The social marketers in such situations try to evolve possible strategies to help people, giving up or altering their self-destructive habits.

(iv) Value Change

Value change refers to altering a target group's deeply felt beliefs or values towards some object or situation. Efforts to alter people's attitudes towards the role of women in the family or having smaller families fall under this category.

Efforts to change the deeply held beliefs and values of people are, among the most difficult causes to market. Effective social marketing programmes are needed to bring about value changes in the society. Depending upon the situation, social marketers make use of positive as well as negative incentives to induce people to change their opinions and feeling towards the social phenomenon.

When values are highly resistant to change, many social planners prefer to use law to enforce new behaviour. Initially the people are forced to comply with the new law, and once this force sets into motion, it gradually starts producing desired attitudinal changes too in the society.¹⁰

SOCIAL MARKETING IN PRACTICE

Work in the area of social marketing received a thrust when G.D. Weibe in 1952 for the first time raised the basic question as to 'Why can't you sell the brotherhood like you sell soap?' The ensuing period witnessed the development of social marketing concept and its application as well in the United States. Advertising Council of America was among the first few ones to come forward and organise several pace setting social marketing campaigns like 'Keep America Beautiful', 'Join the Peace Corps' and 'Go to College'.¹¹ Thereafter, the use of social marketing became quite pervasive in the United States as well as other developed countries, and brought in its fold areas like fund raising, health care, air pollution, family planning, military enlistment, anti-littering, energy conservation, etc.

Of late, social marketing has gained importance among the developing countries also. A successful social marketing campaign in Sri Lanka, for instance, resulted in increased sales of condoms as a means of birth control from 10,000 per month in 1974 to an average of 20,000 per month in the year 1977. The family planning campaigns have been used in other developing countries also such as Thailand, Bangladesh and Mexico, and have been found effective in population control.¹²

In India too, social marketing has started gaining ground. Various public awareness campaigns as launched by reputed companies, media groups and ad agencies bear a testimony to such a trend. Modi Olivetti, Tata Steel, Amul, ITC Ltd.; Boko Bond, Lipton and Wimco are among the champions working for social causes ranging from environment protection to family planning. Various non-profit organisations have also started increasingly realising the importance of social marketing. After the Gulf War, the petroleum conservation campaigns such as 'Save Petrol' and 'Use Public Transport' to educate people about the importance of oil saving.¹³ For a couple of years, Delhi Police has also been carrying out a campaign for making people aware of the law and order problems, and seeking public co-operation to curb activities of criminals.

Notwithstanding its growing importance, social marketing has continued to be by and large a government concern in India. Government is a major spender and its agency, namely, Directorate of Advertising and Visual Publicity (DAVP), uses its network of 3,000 publications in 14 languages and a mailing list of 1.6 million people to spread the social messages. From time to time, DAVP has also been collaborating with the private organisations and ad agencies to campaign for social reforms. Ogilvy and Mather's adult literacy campaign in the press and T.V. is one such instance.¹⁴

FEMALE CHILD CAMPAIGN IN INDIA : AN EMPIRICAL INVESTIGATION

In order to understand the concept of social marketing and its usefulness in bringing about social changes in a developing country like India, it was decided to conduct an empirical investigation of the female child campaign as carried out a few years back in India.

The objectives underlying the investigation were to determine not only the effectiveness of the campaign, but also to explore as to how to make the campaign more effective in future through use of social marketing approach.

THE CAMPAIGN

In the SAARC year of Girl Child 1990, the Government of India launched a forceful campaign advocating treatment of female child at par with the male child in various fields. The underlying objective of the campaign which still continues to be in vogue has been to ensure an overall development of the females in the country. The campaign has been promoted through different media, viz., radio, television, press as well as through posters and calendars.

RESEARCH DESIGN

With a view to assess the effectiveness of the campaign, a survey of 200 persons located in and around Delhi was carried out during the months of June-July, 1991. Quota sampling technique was used for selecting the respondents. Adequate care was taken to ensure that respondents represented various strata of the society in terms of their sex, age, income, marital status, literacy levels and occupations.

A non-disguised structured questionnaire was used for collecting the information about the respondents' demographic characteristics as well as their opinions regarding discrimination against the female child and the effectiveness of the female child campaign.

Dichotomous, multiple choice as well as open-ended questions were employed to seek the aforementioned information. Likert's five point attitude measuring scale was also used for obtaining the data on the respondents' feelings and opinions about the female child campaign.

SURVEY RESULTS

The major results of the survey are discussed below :

1. As many as 82.5 per cent of the respondents pointed out that discrimination against the female child is a serious social problem in the country and is a major contributory factor responsible for the vital national problems such as illiteracy, population explosion and unemployment (see Table 1).

Table 1 : Contribution of Discriminatory Treatment Meted Out to the Female Child to the National Problems

Extent	No. of Respondents *
To a great extent	88 (44%)
To some extent	77 (38.5%)
To a negligible extent	15 (7.5%)
No response	20 (10%)
Total	200

*Figures in parentheses are percentage shares.

2. The problems relating to educational and development opportunities for the female child have been reported by a majority of the respondents (i.e. 72.5 per cent) as areas needing eradication on a priority basis (see Table 2).

Table 2 : Female Problems Needing Eradication on Priority Basis

Problem	No. of Respondents *
Health care	7 (3.5%)
Education and development opportunities	145 (72.5%)
Dowry demand	31 (15.5%)
No response	17 (8.5%)
Total	200

* Figures in parentheses are percentage shares.

3. When asked about areas of discrimination, 75 per cent of the respondents felt that the female child is being discriminated in India in respect of health care, education, freedom to choose occupation and share in the ancestral property (see Table 3).

Table 3 : Areas of Discrimination of Female Child

Area	No. of Respondents*			Total
	Yes	No	No Response	
(a) Confined to household activities	168(84%)	29(14.5%)	3(1.5%)	200
(b) Provided less education	150(75%)	48(24%)	2(1%)	200
(c) Given less freedom to choose occupation	152(76%)	42(21%)	6(3%)	200
(d) Consulted less at the time of marriage	154(77%)	41(20.5%)	5(2.5%)	200
(e) Deprived of share in ancestral property	159(79.5%)	37(18.5%)	4(2%)	200

* Figures in parenthesis are percentage shares.

4. In response to a question about discrimination of the female child in their (i.e. respondents') own families, more than 79 per cent of the respondents stated that female child is treated at par with the male child so far as health care, education and freedom to choose occupation are concerned. About 60 per cent of the respondents even stated that they are giving equal share to the female child in the ancestral property (see Table 4): These results appear to be in quite contrast with those presented in Table 3. The possible explanations seem to be that either the respondents have not provided true information when questioned about their own attitudes and behaviour or else the fact that majority (i.e., 89 per cent) of the respondents being educated and living in or around Delhi might in fact be giving a fair treatment to the female child in their families.

Table 4 : Female Child being Treated at par with Male Child in the Respondents' Families

Area	No. of Respondents*			Total
	Yes	No	No Response	
(a) Healthcare	187(93.5%)	7(3.5%)	6(3%)	200
(b) Education	189(94.5%)	5(2.5%)	6(3%)	200
(c) Freedom to choose field of occupation	170(85%)	22(11%)	8(4%)	200
(d) Share in ancestral property	119(59.5%)	73(36.5%)	8(4%)	200
(e) Involvement in various family decisions	157(78.5%)	35(17.5%)	8(4%)	200

* Figures in parentheses are percentage shares.

5. Dowry demand, illiteracy and social customs and traditions have been reported as the major reasons responsible for the discrimination against the female child. The other reasons include orthodox thinking, lack of educational and developmental opportunities for females, and poverty and financial constraints (see Table 5).

Table 5 : Reasons Responsible for Discrimination against Female Child

Reason	No. of Respondents
Dowry demand	68(34%)
Illiteracy	54(27%)
Social customs and traditions	42(21%)
Unable to support family after marriage	41(20.5%)
Orthodox thinking	21(10.5%)
Lack of educational and developmental opportunities for females	19(9.5%)
Poverty and financial constraints	12(6%)
Hindu religion	7(3.5%)
Unable to carry family name	6(3%)
Less capable than males	6(3%)
Lack of equal rights	3(1.5%)
Male dominated society	3(1.5%)
No response	22(11%)

* Figures in parentheses show number of respondents reporting a given reason as percentage of total number of respondents.

6. Regarding the female child campaign, it can be observed from Table 6 that about 75 per cent of the respondents have seen the campaign. Examining from the point of view of exposure, the campaign seems to be a success. It may be mentioned here that television was reported as the most important medium, followed by radio. The results reported in Table 6 further reveal that while as many as 54.5 per cent respondents have been aware of the campaign objectives, about 45 per cent were also able to recall the campaign copy, i.e., its message and picture.

The campaign also appears to be effective in terms of bringing about necessary behavioural and attitudinal changes in the people. Out of 149 respondents who have seen the campaign, about 72 per

cent have found the campaign capable of changing the people's actions and behaviors. Furthermore, about 60 per cent of the respondents having exposure to the campaign have opined the campaign as being effective even in changing people's feelings and opinions about the girl child. Even when questioned about changes in their own behaviors and attitudes, about 56 per cent of the respondents who have seen the campaign reported to have been influenced by the campaign. Not surprisingly in view of all these virtues of the campaign, a majority of the respondents opined that the campaign should continue in future.

Table 6 : Respondents' Attitudes towards Female Child Campaign

Statement	No. of Respondents			
	Yes	No	No Response	Total*
(a) Have the respondents seen the female child campaign?	149(74.5%)	51(25.5%)	--	200
(b) Are the respondents aware of the campaign objectives?	81(54.4%)	68(45.6%)	--	149
(c) Do the respondents remember the campaign copy?	67(44.9%)	82(55.1%)	--	149
(d) Is the campaign capable of changing people's actions and behaviours?	107(71.8%)	27(18.1%)	15(10.1%)	149
(e) Has the campaign been effective in changing people's opinions and feelings?	90(60.3%)	48(32.2%)	11(7.4%)	149
(f) Have the respondents themselves been influenced by the campaign?	83(55.8%)	56(37.6%)	10(6.6%)	149
(g) Should the campaign be continued in future?	132(88.6%)	6(4.1%)	11(7.3%)	149

* Since 51 respondents were not aware about the campaign, they have not been included for analysing statements (b) to (g).

- When analysed on a disaggregative level, the survey results reveal that the different sections of the society have been influenced differently by the campaign. In general, while the campaign created no or very little effect on the illiterates, housewives, businessmen and people belonging to lower income group; their counterparts, viz., literates, service class people and respondents from the higher income group have been influenced most by the campaign.
- The major drawbacks pointed out by the respondents are that the campaign has been less impressive, not shown regularly on television and has no feedback system (see Table 7).

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Table 7 : Major Drawbacks of Female Child Campaign

Drawback	No. of Respondents*
Less impressive	25(16.4%)
Not being shown regularly on TV	12 (7.9%)
Not being shown in regional languages	8 (5.3%)
Neglect of the urban and tribal females	8 (5.3%)
Always presenting females as weak characters	7 (4.6%)
No feedback system	4 (2.6%)
No drawback	33 (21.7%)
No response	55 (36.2%)

* Figures in parentheses show the number of respondents expressed as percentage of the total number of respondents who were aware of the campaign.

A majority of the respondents as per the survey are thus found as being aware of the campaign and also feeling concerned about the discrimination against the female child, and hence express the need for doing something in this area so as to bring the female child at par with the male child in the family. Apart from higher awareness level, the campaign also appears effective from the point of view of bringing about behavioural and attitudinal changes in the people towards female child. The results, however, turn out to be somewhat disconcerting at a disaggregative level. While the educated, upper income group and service class people have been influenced most by the campaign, it has not been much successful in bringing about the desired changes in the attitudes and behaviours of the illiterates, housewives, businessmen and lower income group people. In fact, since it is the illiterates, housewives and lower income people who constitute a major chunk of the population and are, more prone to cause discrimination, they should have been influenced more by the campaign for bringing an end to the problem of prevailing discrimination in the society.

IMPROVING EFFECTIVENESS OF FEMALE CHILD CAMPAIGN : A SOCIAL MARKETING APPROACH

The study establishes that the discrimination against the female child is an intricate social problem in India and is a major contributory factor to various other national problems such as population explosion, illiteracy, lower standard of living, and so on. In view of the fact that development of female child can greatly contribute to the solution of some of the vital national problems, vigorous efforts need to be made to make the female child campaign more effective in achieving its objectives.

No doubt the campaign appears effective in making people more concerned with the problem of female child discrimination, but its influence has by and large remained confined to select groups of people living in and around an urban area like Delhi. Furthermore, the campaign has so far made use of only one or two marketing tools such as advertising and sales promotion. Adoption of such a half-hearted marketing approach cannot be expected to bring about the reforms beyond changes at cognitive level. For

putting an end to the prevailing problem on a national level, affective as well as conative changes are called for which can be materialised through application of a more integrated rather than a partial and fragmented social marketing approach.

The following paragraphs attempt to discuss various steps that the sponsors of the female child campaign can follow in order to adopt such an approach, and thereby making the campaign more effective in future.

1. Determining Campaign Objectives

Development of a successful social marketing program presupposes careful selection of objectives which the social marketer wishes to attain through the social campaign. As mentioned earlier, the objectives in the context of a social marketing campaign can be either to create a cognitive change in the target audience and/or to bring about certain behavioural and value changes. Clearly defined objectives help a lot in developing plans of actions within the available budget and also later in evaluating success of the campaign.

As the female child campaign has been found to be more effective in effecting cognitive rather than conative and affective changes in the people, the social marketer should in future focus more on bringing about behavioural and value changes in the target audience.

2. Market Segmentation and Selection

For developing effective social marketing mix strategy, a heterogeneous market needs to be divided into homogeneous sub-markets. The survey undertaken by us reveals that there are three major sections, namely, illiterates, lower income group people and housewives which have been influenced only to a little extent by the female child campaign. Since these sections constitute a major population of the country, in future the focus should be on these groups; and special campaigns should be developed for influencing people belonging to these target groups.

3. Customer Analysis

Once the target markets have been identified, one needs to explore in depth the attitudes and behaviours of the target audience in order to identify their needs and develop appropriate social change campaigns.

In the context of the female child campaign too, the social marketers are required to carry out customers research to gain knowledge about the wants, needs, perceptions, attitudes and habits of the three sections of the people identified above.

4. Developing Suitable Social Marketing Mix Strategy

Developing social marketing strategies involve the same norms as for developing strategies for product, price, promotion and place in the case

of commercial marketing.

Product, i.e., a social message in the case of present campaign, is to ensure treatment of the female child at par with the male child in the matters of health care, education, freedom to choose occupation, equitable share in ancestral property, involvement in various family decisions, etc.

The basic reasons as established by the study for the discrimination against the female child are mainly dowry demand, illiteracy and the fact that the girl has ultimately to go to her in-law's house. Moreover, the people are generally conservative in their outlook and guided by social customs and traditions. To be more specific, following are some of the arguments that the respondents, put forward in support of their discriminatory attitude towards the female child:

- A girl is some else's property, i.e. paraya dhan.
- Why should we spend so much on her education when we have to give her dowry?
- Why should she be given a share in the ancestral property when we have to give her enough as dowry?
- It will lead to a problem in finding a suitable match later if she is more educated.
- Why should we spend so much on her education when she is not going to support our family later?

In order to change such beliefs and attitudes of the people, more campaigns need to be developed around themes like "dowry is given to help the girl financially in establishing a new house for her and would not be necessary if the girl is educated and earning, and thus capable of sharing the financial burden with her husband" or "an educated girl earns a good name in her in-law's house for her parents for all her good qualities" or "an educated girl is able to share higher responsibilities and establishes her identity in her in-law's house whereas an uneducated girl is normally assigned only menial domestic jobs".

Moreover, it needs to be established that an educated girl may not be a liability on her parents in times of misfortunes. Simultaneously, campaign with focus on males should also be developed. The theme of such campaigns, for instance, can be that "males should not look for short term gains in the form of dowry. Instead, they should think of their future in the company of an educated wife and a better future for their next generation".

One more point that needs to be widely promoted and engraved in the minds of the masses is that the females are great motivators of the men in the role of mother, sister, wife and daughter. As such it is in their interest to develop capabilities of the motivator (i.e. females) to the fullest extent since the future generations have to grow under their care.

Price in the context of female child campaign includes money expenditure as well as the energy and psychic costs to be incurred for developing the personality of the girl child. The campaigns in future should be so designed that they are able to demonstrate the appropriateness of incurring such costs. In addition, the sponsors of the campaign should

explore ways which can simultaneously increase the rewards and reduce the costs for the target audience, thereby including a greater number of people to buy the proposed social product, i.e., proper upbringing of the female child in their families.

Promotion is a communication-persuasion strategy which makes the product or programme familiar and acceptable to the target audience with the help of different media. The present study reveals that television has been the most popular media, and radio holds the second position. The social marketer should continue to use these media in future with an increased frequency in the national as well as regional languages.

Since the target groups identified above differ in terms of their media habits, it becomes necessary to use different media for different segments of the society. For instance, as the majority of the people in the target market segment are less educated people, education through personal contact along with the mass media would be more effective in bringing about the desired social changes.

Place strategies should include necessary action outlets set up by the government and social organisations located in various parts of the country to help people identify and establish links with these organisations for necessary advice and redressal of their individual problems regarding the proper upbringing of the female child.

5. Effective Feedback and Control Mechanism.

Proper monitoring and evaluation of campaign effectiveness need to be evolved to enable the sponsoring agencies to know whether the message in reaching their target audience, and if yes, to what extent the campaign is effective in changing the people's beliefs and values towards the female child.

Such a system will greatly help the decision makers in identifying areas of ineffectiveness and reasons responsible therefor, and thus taking remedial actions to make the campaign more effective.

CONCLUDING OBSERVATIONS

The above study thus reveals that application of marketing principles and techniques in the form of social marketing can be an effective strategy for effecting necessary cognitive, affective and conative changes in the people, and thereby attaining desired social changes in the society.

The study, furthermore, reveals that instead of limited application of social marketing through social advertising, a well planned and integrated campaign bringing into operation all the tools and techniques of social marketing should be launched for bringing about the desired social reforms. It is only through adoption of such a social marketing approach that even the female child campaign as currently in vogue can be made more successful in inducing necessary attitudinal and behavioural changes in the people, and thereby ensuring a fair and equitable treatment to the female child in the country.

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