

**SOCIETAL MARKETING CONCEPT AND ITS ROLE IN CONSUMER PURCHASING  
WITH SPECIAL REFERENCE TO ALAPPUZHA DISTRICT**

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**Abstract**

A business organisation should correctly assess the needs and wants of customers, factors influencing their buying decisions, for managing the marketing activities of a business. Activities involved in marketing the products such as marketing mix, branding, physical distribution etc of the products and services, need much care and preparation. It is often found difficult to take proper decisions relating to such marketing activities due to the improper evaluation of customers, needs and wants. The pandemic Covid-19, which shook the world in the months passed, exaggerated the situation to some extent. This study specially focuses on the impact of such Societal Marketing concept upon the purchasing behaviour of customers with special reference to Alappuzha district.

**Keywords:** *Societal marketing concept, marketing functions, CSR.*

**Introduction**

Marketing is a term that is used widely among the business community for a large couple of years. It has its importance in earning revenue for a business. It is dynamic and purposive activity done to reach out prospective customers and communicate the needed information which a business community has to share with the public. The information can be about the newer products or services offered by the business, benefits of using them, the place of its availability, price etc and the ultimate objective is to create a desire in them to purchase and use the product or service.

The word "Concept" is a philosophy that denotes the manner of thought a person indulges in before getting into an action. In a sense, it is a philosophy which when inculcated in the function of marketing that finally picturises into Marketing concept. These marketing concepts are practiced by almost all successful organisations as it enables the usage of various marketing data to identify the needs and wants of customers, providing such products and services to them and thus ensuring customer satisfaction. While following the various concepts, the business organisations of today need to focus the welfare of the society, as they are a part of it and have responsibility to consider it. So here arises the need of *Societal marketing concept* which urges businesses to put in mind the overall welfare of the consumer and society as a whole.

**Statement of the Problem**

The companies have a responsibility to bring a healthier atmosphere for the community to live in. In that sense, marketing activities are to be designed in the way that brings better and healthier life style to the society. Here, the societal marketing concept gets its importance. So it is found a need to ensure that whether this societal marketing concept has a strong role in the purchasing habit of the consumers living in the society.

**Significance of the study**

A business always strives to attain maximum healthy relationship with the public. Only then they will be accepted by the society. For that, the business must create a social relationship with them by providing those facilities and services that brings the customers in close contact with the companies. The societal marketing concept helps in attaining maximum profits to the organisation by having a long term relationship with the customers.

**Scope of the study**

Societal marketing concept is a modern marketing concept that is followed by almost all successful companies across the world to gain reputation among the public and as part of social responsibilities.

**SOUTH INDIA JOURNAL OF SOCIAL SCIENCES**  
Official Journal of the A.P. Academy of Social Sciences (Regd.)

July - December 2022

Vol. XX

No.5

**BI ANNUAL (UGC Care Listed)**

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**The Editor**  
**South India Journal of Social Sciences**  
# 4-53-1, L.B. Colony, Visakhapatnam 530017, A.P.  
E-mail: [southindiajournal@yahoo.co.in](mailto:southindiajournal@yahoo.co.in)

ISSN 0972-8945

**SOUTH INDIA  
JOURNAL OF SOCIAL SCIENCES**



**A.P. ACADEMY OF SOCIAL SCIENCES**

July - December, 2022

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