ANALYZING THE USES OF SOCIETAL MARKETING CONCEPT OF BANK: A STUDY ON A PRIVATE BANK

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ABSTRACT

In the era of globalization, every company is changing their marketing policy due to gradually increasing competitors in the existing market where social marketing is changing and maintaining the behavior of people a society. Nowadays social marketing is not a new concept in Bangladesh, especially in the banking sector. The main objective of this study is to analyze the uses of the societal marketing concept of a private Bank Limited. In this study, the quantitative and qualitative method is followed by the authors. To identify the social marketing concept qualitative and quantitative method is used in this study. A non-probability convenience sampling method has been used for the study purpose. In this study, the targeted population was executives and customers of a private Bank Limited, Jhumjhumpur Branch, Jashore. Both primary and secondary data have been used in this study where primary data was collected from the survey questionnaire and the secondary was collected from different journals, newspapers, books, websites of banks, etc. For the study purpose, 100 sample sizes were taken and the researchers have used the Five-point Likert scale technique as sample scaling where 5=Strongly Disagree, 4=Disagree, 3=Neutral, 2=Agree, 1=Strongly Agree. From the study, the authors suggested that the use of societal marketing is profitable for the marketer because it can easily grasp customers' attention.

Keywords: Social Marketing, Customers, Planning, Behaviors.

JEL Classification Codes: M33, M40.

INTRODUCTION

Recently, every company is changing their marketing policy due to progressively increasing competitors in the existing market where social marketing is changing and maintaining the behavior of people a society (Akther et al., 2022; Akther et al., 2021; Karim et al., 2020; Karim et al., 2014). At present Banks are encounter with some challenges of adapting effectively to the changing environment in the context of globalization. As per Consumer Movement, Government Regulations and their structured view according the economic importance of Societal Marketing are not yet so much spread in the Banking sector in Bangladesh. They all are know that societal Marketing have some economic value. Banks can provide help to fulfill the social and environmental objectives by launching their Societal Marketing concept as a strategy for investment into their organizations strategy, management tools and operations. Societal Marketing concept is now a days a common phenomenon in Bangladesh and especially for the banking sector (Al Amin et al., 2021; Akhter, Karim & Islam, 2021; Akhter et al., 2020a; Akhter et al., 2021a). Almost all the bank of Bangladesh are using it as their own strategy and their own financial position (Akhter et al., 2020b; Akhter et al., 2021b; Ara et al., 2015; Rahaman et al., 2021). The societal marketing concept evolved from older CSR concepts and sustainable development and was implemented by several companies to improve their public image through customer and social welfare activities. The Banks provide different types of product and services by using societal marketing concept to its counter parts like, general banking services or finance or investing that results transaction of currency. To do this, they also need capital, assets and other resources. These elements of business results, changes in their capital, assets and other factors which effects directly in the bank's performance (Rahaman et al., 2020; Islam & Barghouthi, 2017a; Islam & Miajee, 2018a; Islam & Miajee, 2018b; Islam, 2016a; Islam, 2016b; Islam, 2016c; Islam, Alam & Al-Amin, 2015; Islam, 2015; Islam et al., 2014; Islam & Barghouthi, 2017b; Islam et al., 2021; Rahaman et al., 2021; Rahaman et al., 2022). At present, competition is higher in the market for every type of organization. That's why this research paper is helpful for Banks to know the important of the uses of Societal Marketing in their organizations. So, if any banks want to maximize their profit they have to follow some unique and crucial strategy into their organization. That's why the banks should understand about the societal marketing concept. In this study the researcher identify the uses of societal

marketing concept of bank and also gives some recommendation or guidelines for banks to use societal marketing concept as their marketing strategy. So, finally we can say that this research paper is more important for the banks to maximize their profit by serving the society.

LITERATURE REVIEW

Social marketing is focused on enabling, encouraging and supporting behavioural changes among target audiences (Karim & Mahmud, 2018; Akther et al., 2022a; Akther et al., 2020a; Rahaman et al., 2020). On the other hand, Social marketing as a distinct discipline aims to promote behaviors which can benefit individuals as well as the overall society (Lefebvre, 2011; Rahaman et al., 2021; Rahaman et al., 2022). Besides, social marketing can be applied to different situations and audiences to influence change in behavioral patterns, in other words, social marketing can be applied wherever there is a target audience and a behavior which should be changed/influenced including but not limited to the reduction of drunk driving, convincing people to use public transportation, increase family planning in developing nations, urging people to use insecticide treated nets to prevent the spread of malaria in African nations etc. (Frantz et al., 2016; Rahaman et al., 2021). Furthermore, social marketing lies its audience orientation or how it attempts to target what people want and the reasons for their actions/habits. Social marketing takes an audience centered approach an organization centered approach to systematically view a specific issue (Alamo et instead of al., 2015). Therefore, Hence, social marketing can be defined as harnessing the market forces to change behavior for public good on a massive scale (Peattie & Peattie, 2009; Rahaman et al., 2021). According to Laasch and Conaway (2014), researching the concept of social marketing in the 1950s, mass media channels including television and radio can prove to be an effective means of promoting social ideals. The main objective of social marketing therefore is not to merely change attitudes or enhance awareness of a particular problem, but to empower and motivate people to fully adopt the desired behavior as a part of their daily lives (Opel et al., 2009; Rahaman et al., 2021). Moreover, Social marketers have described this preoccupation with the social consequences of marketing as 'critical social marketing' (Gordon et al., 2010), with the introduction of a critical dimension ensuring an understanding of both the good and the bad that marketing can bring to society (Hastings & Saren, 2003). However, in a very real sense, social marketing is as much about community, relational and value dimensions, as well as economic relationships of a society-wide network (Peñaloza & Venkatesh, 2006). Henceforth, based upon a customer focus that considers the self-interested perspective of a target segment, social marketing has to successfully manage a multitude of varied, individualised target audiences. Communications and interactions are extensive and vital to the proper function of the relations (Coviello et al., 1997). Consequently, Social marketing puts the behavioural changing individual at the centre of the process and orchestrates a society wide network of relationships and partnerships to achieve such goals, extensive research, evidence based information and evaluation in decision making (Domegan, 2008).

METHODOLOGY

In this study, both primary and secondary data have been collected where primary data were collected from the structured survey questionnaire and secondary data have been collected from different, journals, books, websites, company report etc. For the study purpose a non-probability convenience sampling method has been used because the population is unknown. This research is quantitative and qualitative in nature. The employees and customers of a private Bank Limited, Jumjumpur branch are the targeted population in this study. The structured survey questionnaire were two parts, first is demographic information and second is questionnaire. The sample size was 200 while five-point Likert scale has been used where ('1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree) in the study.

RESULTS & DISCUSSION

 Table 1: Response regarding the gender status of respondents

	Frequency	Percent
FEMALE	60	30
MALE	140	70
Total	200	100.0

The above table shows that 60 % (N=60) respondents are male, and the rest of the 30% (N=) are female. This is the result of gender status respondents in this study.

Table 2: Societal marketing is beneficial for private bank in Bangladesh

	Frequency	Percent
Strongly agree	40	20
Agree	110	55
Neutral	30	15
Disagree	10	5
Strongly disagree	10	5
Total	200	100.0

This table above shows that 55% (n=110) of the respondents agreed that using societal marketing make more beneficial than other marketing strategy because it can grasp customer attention than other marketing strategy.

Table 3: Societal marketing can increase customers of private bank limited

	Frequency	Percent
Strongly agree	120	60
Agree	30	15
Neutral	20	10
Disagree	30	15
Strongly disagree	0	0
Total	200	100.0

This table above shows that 60% (n=120) of the respondents strongly agreed that using societal marketing increase customers than other marketing strategy because it can grasp customer attention than other marketing strategy. By the information of this table, this is the evidence that using societal marketing expand customers in private bank limited.

	Frequency	Percent
Strongly agree	60	30
Agree	110	55
Neutral	20	10
Disagree	10	5
Strongly disagree	0	0
Total	200	100.0

Table 4: Societal marketing concept is more convenient than other marketing concept

This table above shows that 55% (n=110) of the respondents agreed that using societal marketing make is more convenient than other marketing strategy because it can grasp customer attention than other marketing strategy. By the information of this table, this is the evidence that using societal marketing make convenient than others marketing.

Table 5: Most of the organization in our country nowadays use societal marketing

	Frequency	Percent
Strongly agree	80	40
Agree	100	50
Neutral	10	5
Disagree	10	5
Strongly disagree	0	0
Total	200	100.0

This table above shows that 50 % (n=100) of the respondents agreed that societal marketing is used most of the private banks in Bangladesh. By the information of this table, majority of the respondents agreed private banks should use societal marketing.

Table 6: Every private bank has budget for social marketing

	Frequency	Percent
Strongly agree	60	30
Agree	90	45
Neutral	30	15
Disagree	20	10
Strongly disagree	0	0
Total	200	100.0

This table above shows that 45% (n=90) of the respondents agreed that private bank limited have budget for societal marketing. By the information of this table, this is the evidence that have budget for societal marketing in very private banking limited.

Table 7: Societal marketing can change the economic situation in the society.

	Frequency	Percent
Strongly agree	60	30
Agree	90	45

Neutral	20	10
Disagree	30	15
Strongly disagree	0	0
Total	200	100.0

This table above shows that 45 % (n=90) of the respondents agreed that using societal marketing can change the economic situation in the society to enhance business than other marketing strategy. By the information of this table, this is the evidence that using societal marketing can change the economic situation at present, societal marketing has come to play a more important role. The paper tried to identify and analyze the uses of societal marketing concept of a private bank limited and also tried to recommend some guidelines for marketers who uses societal marketing strategy. The objective of the study was to identify the uses of Societal Marketing concept of a private Bank Limited. Though observational research method the researcher found that societal marketing of Bangladesh is totally new and some multinational, government, nongovernment company use societal marketing. In the past societal marketing were not used in Bangladesh but nowadays the uses of societal marketing is increased day by day. Some company uses societal marketing intentionally and also some company uses societal marketing unintentionally. But it is clear to say that societal marketing is used as a new marketing strategy in a private Bank Limited. The uses of societal marketing is fairly available in Bank. First, it can said that the uses of societal marketing is profitable for the marketer because it can easily grasp customer's attention. Most of the employee and executives express their opinion that societal marketing is profitable for the business. Second, for the cause of grasping attention of customer quickly, it can increase sale of the company by using societal marketing. So it is clear that societal marketing increase sales. Thirdly, according to the findings societal marketing is beneficial because societal marketing can increase sale but that must be beneficial for the company and it could be done within very low cost. Lastly, Bangladeshi banks are pleasant who used to societal marketing in business because societal marketing in business is profitable. According to the major findings of this project paper unconventional and surprising activities of societal marketing to attract customer's attention as a surprising or unconventional advertising in Banks works well and become profitable. Which Banks product are mostly used for societal marketing are known to the stakeholders. Most of the customer didn't know how the banks uses societal marketing with them to promote or position their products. This report helps the customer and also the employees to understand the societal marketing concept or strategy. The recommendations for marketing executives should be seen as advice to marketing firms that use societal marketing strategy and want to make banks products sold by using societal marketing and want to attract the attention of their customers. Banking executive have to make such surprising marketing contents that attract the customer's attention. Besides, Banker should avoid illegal way of marketing. They should add some interesting and legal features and finally, to avoid the contents which are restricted banker should use contents that people perceive interesting or surprising (Alhassan et al., 2021; Al Amin et al., 2020; Gazi et al., 2021; Hossain et al., 2021; Al Asheq et al., 2022).

CONCLUSION

Banking executive have to make such surprising marketing contents that attract the customer's attention. Banker should avoid illegal way of marketing. They should add some interesting and legal features. To avoid the contents which are restricted banker should use contents that people perceive interesting or surprising. Societal marketing user should be more creative and carry a deep knowledge about marketing and societal marketing. Banking executives should try to avoid showing societal marketing on shopping area. Rather they should use those on working area. Banker should use form of creative societal marketing which is rare in our country. It can attract customer's attention as a new form. Banker should not use bad contents in societal marketing as those become really frustrating for customers. They should to avoid it when designing their marketing program. The major finding of the report is to analyze the uses of Societal Marketing concept of a private Bank Limited. The findings of the research also suggested that uses of Societal Marketing concept of a private Bank Limited in Bangladesh that societal marketing is already used in Bangladesh. It have a lot of benefits and societal marketing can easily grasp customer attention with in low cost also very quickly than other marketing strategy.

AUTHOR CONTRIBUTIONS

Conceptualization: Navid Jun Nu Rain, Dipu Roy, Mijanur Rahman Molla Formal Analysis: Navid Jun Nu Rain, Dipu Roy, Abdullah Al Mamun, MD. Azizul Islam Nayeem Funding Acquisition: Navid Jun Nu Rain, Abdullah Al Mamun, MD. Azizul Islam Nayeem Investigation: Navid Jun Nu Rain, Dipu Roy, MD. Azizul Islam Nayeem Methodology: Navid Jun Nu Rain, Abdullah Al Mamun, MD. Azizul Islam Nayeem Project Administration: Navid Jun Nu Rain, Dipu Roy, MD. Azizul Islam Nayeem Resources: Navid Jun Nu Rain, Dipu Roy, Mijanur Rahman Molla, Abdullah Al Mamun, MD. Azizul Islam Nayeem Software: Navid Jun Nu Rain, Abdullah Al Mamun, MD. Azizul Islam Nayeem Supervision: Navid Jun Nu Rain, Dipu Roy, Mijanur Rahman Molla, Abdullah Al Mamun, MD. Azizul Islam Nayeem Validation: Navid Jun Nu Rain, Dipu Roy, Mijanur Rahman Molla, Abdullah Al Mamun, MD. Azizul Islam Nayeem Visualization: Navid Jun Nu Rain, Dipu Roy, MD. Azizul Islam Nayeem Writing – Navid Jun Nu Rain, Dipu Roy, Mijanur Rahman Molla Writing – Review & Editing: Navid Jun Nu Rain, Dipu Roy

CONFLICT OF INTEREST STATEMENT

The authors declare that they have no competing interests.

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All authors contributed equally to the conception and design of the study.

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