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UNDERSTANDING THE PROCESS OF SOCIAL MARKETING

Social marketing has been around for more than 50 years and has shown extensive results in tackling different social problems and causes. Addressing social issues in any community or society requires in-depth research, data collection and analysis, for formulation of possible ways of resolution. This is the space where social marketing can help in shifting the status of affected individuals or communities towards more stable and flourishing conditions. The part of the process for social marketing program formulation can be proceeded; by applying the acquired knowledge of the situation and identifying the social problem. This section of the social marketing process involves such important parts like tailored social marketing mechanism design and selection of a relevant social marketing framework with its respective benchmarks. Later, when all parts are in place, implementation of the social marketing program is done. Monitoring and evaluation should be done during the whole process of social marketing and in the end of the program to assess the impact and identify missing points and aspects. The successful result of the social marketing program is firmly associated to the resolution of a set social problem. In case of failure of the social marketing program, social marketers should go over the implemented program and find out what went right and wrong to make necessary adjustments and reimplement the social marketing program until reaching a successful result or resolving the set social problem. The whole process then can be used for future implementation of the tested and realised social marketing program.

Keywords: sociology, social problem, social marketing, process of social marketing, social marketing program, Azerbaijan

Introduction

Social marketing activities and initiatives are mostly regarded for resolution of a particular social problem or issue in a specific community or part of society. But it is noteworthy that application of social marketing practices and the process itself can lead to far more beneficial result, which is behavioural change to more positive and mindful ones. It is feasible to address various social issues in various contexts by comprehending the fundamentals of social marketing process. With their own social marketing frameworks and procedures tailored to the particular situation of the impacted people, groups, societies or population, social marketing programs may be developed with use of social marketing knowledge and data. Additionally, successful social marketing activities heavily rely on mixed-method behavioural insights [4, p. 2], segmentation analytics [3, pp. 2–4] and participatory approaches [8, pp. 137–139] to tailored strategies and approaches to different socio-economic and cultural environments [7, p. 131].

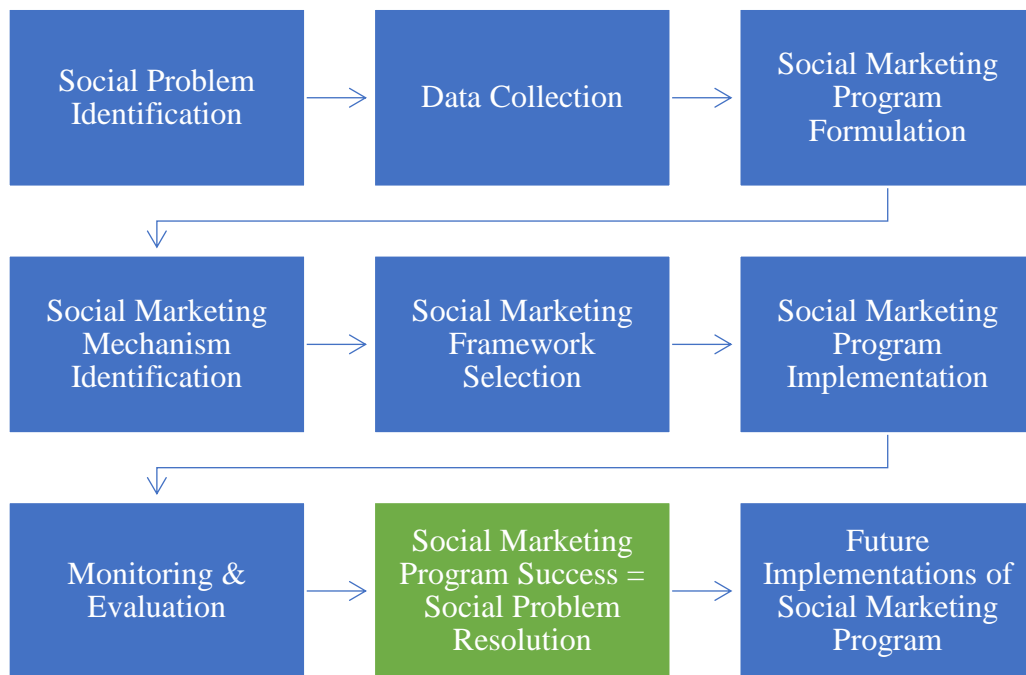
Main Body. In this section the fundamental understanding of terms like “*Social Problem*” and “*Social Marketing*”, as well as the process of social marketing process in both successful and failure cases is described. Additionally, a possible implementation of social marketing process in Azerbaijan is discussed.

Terms of Social Problem and Social Marketing. The term of “*Social Problem*” has been mentioned in international literature by many researchers and has seen several changes in its opening. “*A social problem is a social condition or pattern of behaviour that has negative consequences for individuals, our social world, or our physical world and that is widely recognised as a condition or pattern of behaviour that needs to be addressed*”, according to one definition offered by Leon-Guerrero, which also mentions the potential declines in the standard of living of societies as a result of social issues that are occurring or already present [6, pp. 1–4]. Any change in behaviour that is tending towards negative direction is likely to be the first step in a potential social matter or cause within that community or society. For this reason, it is essential to be able to recognise and detect these kinds and forms of changes in the relevant community or society to avoid potential exposure that may cause social imbalance. “*A social problem is a claim that a particular issue is harmful to society and needs to be addressed*”, claims Best’s more recent work, which takes a somewhat different approach to the phrase. These claims-making exercises frequently entail classifying a habit or condition as problematic, outlining the reasons why, and suggesting remedies [2, pp. 3–7]. For social marketing workers and practitioners, an accurate identification of a social problem or issue based on claims made by members of impacted communities is essential for subsequently proposing solutions for the issue or cause inside that society or among that demographic segment. The interpretation phase of the social marketing process includes a number of processes, including planning, research, analysis, execution, evaluation, and sustainability considerations for future growth. Finding the key points in the analysis of the social problem or issue and identifying various approaches to solving the given social problem for a chosen target group are the primary goals of every research phase conducted by people and institutions. “*Social marketing is used to develop and integrate marketing concepts with other approaches to influence behaviour that benefits individuals and communities for the greater social good*”, according to a more comprehensive definition of the term offered by the International Social Marketing Association (ISMA), the European Social Marketing Association (ESMA), the Australian Association of Social Marketing (AASM), and the Social Marketing Association of North America (SMANA). Ethical standards influence the practice of social marketing. In order to inform the delivery of competitive and segmented social change programs that are successful, efficient, equitable, and sustainable, it aims to incorporate research, best practices, theory, audience, and partnership knowledge [5, p. 1]. Social marketing is a study that looks at several sociological topics, including economics, the environment, education, health, and sustainability. Every study has some bearing on social marketing initiatives and comes up with significant and effective answers for certain target audiences. The following definition of social marketing has been proposed more recently by Baptista, Alves, and Pinho: “*Social marketing is intended to benefit individuals’ welfare or promote societal good, rather than to benefit the organisation that promotes the marketing actions*” [1, pp. 3–6]. Meeting the expectations and objectives of executive boards and achieving the goals and objectives of the social marketing program are the standard goals in an organisational structure. The results of the social marketing program are then presented to the same board.

Process of Social Marketing

Understanding the process of social marketing is crucial for right approach formulation and identification of pressing issues and its causes for a particular target audience, society or population. Below is a visual representation of how a single social problem can be tackled with social marketing initiatives.

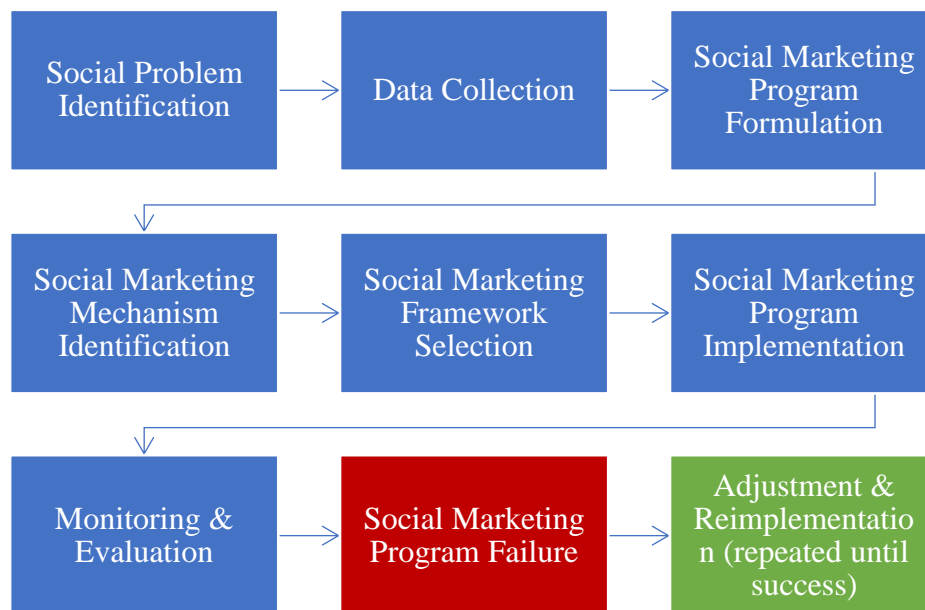
Social Problem Resolution Process via Social Marketing



Source: Self elaboration.

The initial process starts with social problem identification. It is where a particular pressing situation or matter in a community or society significantly affects the life of its representatives. Then comes the data collection part. This section of the social marketing initiative is crucial as all the required information regarding the specifics of social problem and affected target audience is collected here. After all datasets are collected, the social marketing program part comes along. It includes the sections like social marketing mechanism identification and social marketing framework selection, part that were covered previously. Once all parts are set, the social marketing program moves to its implementation phase. One of the most crucial components of any social marketing campaign is monitoring and assessment, which occurs after the program has operated smoothly. In this instance, social marketers may take insightful notes and gain important lessons while determining what went well and what didn't during the entire process. If the addressed social problem has been resolved within the target audience, it can be said that the designed social marketing program has completed itself and reached a successful result. Once the social problem is resolved, the work of social marketers does not end here, as they look for the possible future implementation ways of the successful social marketing program. Although, social marketing is a powerful tool when used correctly, sometimes social marketing programs do not resolve the social problems they were designed for. For this reason, it is important to have adjustments and reimplement the social marketing program until successful. Following is a visual representation of social problem resolution process in case of social marketing program failure.

Social Problem Resolution Process via Social Marketing in Case of
Social Marketing Program Failure



Source: Self elaboration.

Possible Implementation in Azerbaijan

Given the range of possibilities of social marketing theory and practice, its application in Azerbaijan can be well integrated into daily life. Implementation of this practice can significantly improve quality of life of diverse communities in the country, by creating better habits, providing more specific knowledge, and developing a mindful and responsible society. Social marketing can be applied to many different aspects of life in Azerbaijan and can help in resolution of such issues like domestic violence, road rage and aggressive driving, substance abuse, social media addiction and many more. However, for actualisation of social marketing and its processes, first relevant knowledge should be acquired by social workers in the country, and more specifically social marketers should be trained and developed for tackling diverse social problems. By creating this social marketing environment and respective social marketing institutions, resolution of most of the exciting social problems in Azerbaijan can be realised in a very short time. Right use of social marketing will be helpful for not only current realities but also simplify and shape more secure and sustainable future for the upcoming generations.

Conclusion

Overall, social marketing process requires high level of attention to details, creativity and dedication for resolution of diverse social problems and are harming different communities or society at large. It is safe to say that in the modern world, where everything changes so quickly, some of individuals or communities cannot timely adapt to the challenges that the world puts them through, which leads to appearance of social problems. Thus, a data-driven approach of social marketing can help minimise the effect of such difficulties and not only resolve a social problem in a particular community or society but also prevent of such cases repeating or reoccurring in the future. Following are the key takeaways from this research:

- 1) When starting a social marketing campaign, it is important to identify the social problem and collect extensive data on it
- 2) Social marketing program comprises of social marketing mechanisms, that can include information on the campaign title, its goal, target audience, core strategies and key communication messages
- 3) When working on a social marketing mechanism, combining it with theoretical knowledge can simplify the design process
- 4) Once the structure of social marketing mechanism is completed it is crucial to select the right social marketing framework and relevant benchmark for ease of the actual process
- 5) During and after the implementation of the social marketing program, it is important to monitor and evaluate the whole process to identify missing points and key aspects of program for adjustment and possible future reimplementation.

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UOT 316

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SOSIAL MARKETİNQ PROSESİNİN ANLAŞILMASI XÜLASƏ

Açar sözlər: sosiologiya, sosial problem, sosial marketing, sosial marketing prosesi, sosial marketing proqramı, Azərbaycan

Sosial marketing 50 ildən çoxdur ki, mövcuddur və müxtəlif sosial problemlərin və səbəblərin həllində geniş nəticələr göstərib. İstənilən icmada və ya cəmiyyətdə sosial problemlərin həlli mümkün həll yollarının formalaşdırılması üçün dərin tədqiqat, məlumatların toplanması və təhlili tələb edir. Bu, sosial marketingin təsirlənmiş fərdlərin və ya icmaların statusunun daha sabit və çiçəklənən şəraitə doğru dəyişməsinə kömək edə

biləcəyi məkandır. Vəziyyət haqqında əldə edilmiş bilikləri tətbiq və sosial problemi müəyyən etməklə, sosial marketinq proqramının formalaşdırılması prosesinin bir hissəsi davam etdirilə bilər. Sosial marketinq prosesinin bu hissəsi fərdiləşdirilmiş sosial marketinq mexanizminin dizaynı və müvafiq meyarları olan sosial marketinq çərçivəsinin seçilməsi kimi vacib hissələri əhatə edir. Daha sonra, bütün hissələr yerində olduqda, sosial marketinq proqramının tətbiqi həyata keçirilir. Sosial marketinqin bütün prosesi ərzində və proqramın sonunda təsiri qiymətləndirmək və çatışmayan məqamları və aspektləri müəyyən etmək üçün monitorinq və qiymətləndirmə aparılmalıdır. Sosial marketinq proqramının uğuru müəyyən edilmiş sosial problemin həlli ilə sıx bağlıdır. Sosial marketinq proqramının uğursuz olması halında, sosial marketinq mütəxəssisləri tətbiq olunmuş proqramı nəzərdən keçirməli və lazımı düzəlişlər etmək və uğurlu nəticəyə çatana və ya müəyyən edilmiş sosial problemi həll edənə qədər sosial marketinq proqramını yenidən tətbiq etmək üçün nəyin doğru və nəyin səhv getdiyini müəyyən etməlidirlər. Bundan sonra bütün proses sınaqdan keçirilmiş və həyata keçirilmiş sosial marketinq proqramının gələcəkdə tətbiqi üçün istifadə edilə bilər.

УДК 316

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ПОНИМАНИЕ ПРОЦЕССА СОЦИАЛЬНОГО МАРКЕТИНГА РЕЗЮМЕ

Ключевые слова: социология, социальная проблема, социальный маркетинг, процесс социального маркетинга, программа социального маркетинга, Азербайджан

Социальный маркетинг существует уже более 50 лет и продемонстрировал значительные результаты в решении различных социальных проблем и причин. Решение социальных проблем в любом сообществе или обществе требует углубленных исследований, сбора и анализа данных для формулирования возможных путей их решения. Именно в этой сфере социальный маркетинг может помочь изменить положение затронутых лиц или сообществ в сторону более стабильных и благоприятных условий. Применяя полученные знания о ситуации и определяя социальную проблему, можно приступить к разработке программы социального маркетинга. Эта часть процесса социального маркетинга включает в себя такие важные элементы, как разработка индивидуального механизма социального маркетинга и выбор соответствующей структуры социального маркетинга с соответствующими ориентирами. Позже, когда все элементы готовы, осуществляется реализация программы социального маркетинга. Мониторинг и оценка должны проводиться на протяжении всего процесса социального маркетинга и в конце программы для оценки воздействия и выявления недостающих моментов и аспектов. Успех программы социального маркетинга тесно связан с решением поставленной социальной проблемы. В случае неудачи программы социального маркетинга социальные маркетологи должны проанализировать реализованную программу и выяснить, что было сделано правильно, а что нет, чтобы внести необходимые корректировки и повторно реализовать программу социального маркетинга до достижения успешного результата или решения поставленной социальной проблемы. Весь процесс затем может быть использован для будущей реализации проверенной и реализованной программы социального маркетинга.

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