THE MODEL OF SOCIAL MARKETING IN LITHUANIA

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Abstract: This article aims to examine main issues of social marketing considering the implementation of European social well-being model in Lithuania. The main reasons of choosing this topic: the growing role of social marketing among public administration institutions, social organizations and society and the authors desire to investigate the EU welfare state model and its wider implementation in Lithuania by using innovative social marketing tools.
Starting from the background of social marketing, the authors also examines the concept of social marketing, the role of social marketing in its application in public administration, the managing social organizations and communicates with society by the social media. This article examines the importance of segmentation of social groups, the implementation of social projects and the media role in the economy.

Keywords: social marketing model, European social well-being model, state institutions and public organizations, social groups, social change.

Introduction

Social change and innovations plays an important role in the developing markets and the society. The relevance of the article lies in the growing influence of social marketing, public administration problems and the future implementation of the welfare state, as well as the desire to look at government, social groups and the media in the economy. The emerging economy of Lithuania, where it is necessary to encourage the variety in status, scope and size of inter-organization cooperation, synergies between public and private, academic and business sectors, organizational and managerial structures to improve innovation capabilities with the help of social marketing.

However, social marketing is often equated with commercial activities or even social media, The attitude should be changed, as there is a need to adapt traditional methods of social marketing that are now well developed when they are to be applied in non-traditional arias, such influencing legislators, foundation officers. The main problem is, do we need concepts and tools, new kinds of education and training, new research, or new measures of success to permit effective diffusion of social marketing into these new context. Otherwise, it is important to understand particularities of social problems of their business activities in Lithuania and to encourage social innovations to solve them.

This article describes the theoretical background of social marketing and presents the conceptual model of marketing and innovations that brings the social change into the social well-being state. The scientific methods of this publication are based on the comparative analysis of scientific literature, systematic approach and synthesis of different views by providing the authors' individual insights on the subject.

1 The situation analysis

Lithuania, after its independence, it was easy enough to consistently move to any European or similar welfare model. But the country has been creating a free market economy and the welfare creation has been postponed for better times on the grounds that it was necessary to reduce government spending on social needs in order to create open economy for business. When Lithuania joined the European Union, the opportunity to at least partly implement the principles of EU welfare model was created. It became possible to use the EU structural funds to improve the social and economic well-being; and through implementation of the Lisbon Strategy program, and now Strategija2000, to increase the quality of life. However, economic crisis in the last decade, globalization and other economic processes erected complex and sensitive problems in development of the European social model and in its implementation in Lithuania. As the slower economy and innovation development of the EU member countries were observed, the threat to international competitiveness increased. This entire means that the EU, as well as the European social welfare model, is experiencing transformation. Therefore, the initiation of social changes, i.e. shaping the new public management techniques through social marketing tools, is essential in such areas as EU's competitiveness and global impact and as the development of welfare model. In this context, Lithuania that experiences post-crisis economy stage and confront sharpened social problems will face new threats as well as huge opportunities if it implements social changes in state governance and in the social sphere.

Social marketing and the implementation of social change, usually, are associated with the implementation of state social policy and public institutions. (Brown,2010). However, as the experience of the EU and others countries showed, citizens, business organizations and communities of today's are involved in decisions of social issues and dictate their conditions to the public institutions. Media and social media have to meet the needs and expectations of public, businesses and government. More and more citizens expect effective implementation of social ideas from the public government. In principle, the citizens are willing to welcome improvements in public administration and public services, to accept new technology in dealings with government, especially with local one. (Friedli, 2007) Due to these changes new scope of activities emerges. It should be highlighted that the goal of social marketing is such change of behavior that has positive effect on overall well-being, i.e. meeting both individual and community needs. Therefore, it should be noted that social marketing should be measured according the scale of society needs, i.e. monitoring of public needs and gathering the feedback, that ensures adjustment of the management processes, should be done continuously.

2 The concept of social marketing

Social marketing has achieved wide awareness and adoption as an innovative approach to social influence during the last decades. It has a great potential to drive social change and has a variety wide range of uses. Many of social movement involve crowds and community organization. Social marketing can be applied wherever one has a target audience and a behavior one wants to influence it can be brought to influence media gatekeepers, legislators, community activists, corporate executives, and virtually anyone else who can or should play a role in bringing about improved social welfare.

The first steps of social marketing have been seen since 1950s. The principle marketing tools were used as promotion and distribution. Kotler and Zaltman (1971) explored what marketing; it would mean to apply the technology to social issues, in which case, it would be called" social marketing". Manoff (1985) definition as a social influence technology involving the design, implementation, and control of programs aimed at increasing the acceptability of a social idea or practice in one or more groups of target adopters. Maibach (1993) definition of "social marketing" is concerned with the application of marketing knowledge, concepts, and techniques to enhance social as well as economic ends. Walsh (1993 defined social marketing as "the use of commercial marketing tools to influence behavior change, which would improve the target group or any public health or welfare." Andreasen (1994) defines social marketing as the application of commercial marketing technologies to the analysis, planning, execution and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of the society.

Smith (2006) has termed social marketing as a value creation, communication and distribution process, which is the target audience wants in return for goal-directed behavior, which is

beneficial to the public without the financial and marketing benefits. Social marketing, in many cases, cannot promise an immediate direct benefit or payoff in exchange for adopting the proposed changes in behavior. That's why requires a systematic, thorough and strategic planning process, which takes into account the target audience's needs and desires, to convey social benefits. (Rūtelionė, 2008).

Social marketing influences the subconscious mind and tends to has impact on behavior change towards the public benefit. McKenzie-Mohr (2000) found that social marketing is the application of marketing concepts, and techniques to achieve specific behavioral goals related to public opinion and thinking. According to Hastings (2007), social marketing aid awarded in problem-solving strategy, including multiple and intensive efforts to change social behavior in public. According to Stead and Gordon (2007) the correct choice of social marketing is to influence social change. French (2009) pointed out that social marketing, aware of the individual user wishes to recovery must take into account what is best for consumers and society, looking at it in the long run. It seems clear, is an agreement that social marketing to influence behavior, that it uses a systematic process of planning and use of traditional marketing principles and techniques, and that its purpose is to provide a positive contribution to society.

2.1 The role of the social marketing

According to Donovan (2003), social marketing is to influence public or group behavior in the right direction, through social innovation, social welfare direction. Private business marketing is targeted to those groups of people that tend to use the advertised products or services, and social marketing, particularly in public funding is likely to be directed to the target group, which has little interest in the message is transmitted. Therefore, we can conclude that social marketing can be an appropriate tool for the dissemination of ideas of social and welfare model, the implementation of the EU.

The main point of reference in terms of social marketing - influence on voluntary behavior change, which is the object of social marketing interest. Behavior change associated with the individual and the individual groups or society in general, certain standards of behavior and the formation and shapes. Principle: a single individual behavior change, access to public behavior change. (Dann, 2010) This creates an environment for new forms of influence and control. In addition, social marketing must be a two way process. In order to change behavior is indeed freely given: Participants must be able to identify themselves, to report on what is at stake for them, how they want the change to take place and so on. (MacFadyen et al., 2004) On the other hand, social marketing is not possible if there is no way to know how / whether the result achieved. (McGovern, 2005)

It should be noted that a number of authors examine the social marketing of a particular case - i.e., drug addiction, cancer, environmental pollution and so on. In fact, more attention is paid to the same problem and the intended outcome, without a special focus on social marketing measures that could meet the maximum of information to society's expectations and needs. (Hastings, 2003, 2006) In addition, it is appropriate to note that little attention is paid to ideas of social groups, as is usually considered a particular problem or need. The most attention is paid to human rights, public health issues. (Grier 2005).

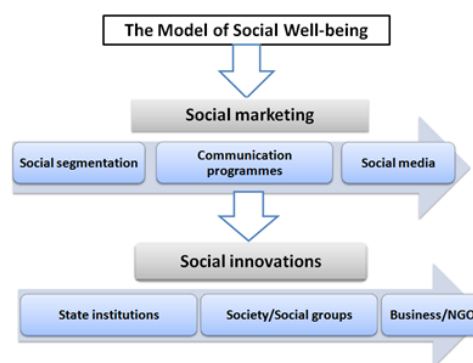The conceptual model of role of social marketing in the welfare state is shown in Figure 1.

Figure 1. The Model of Social marketing. Source: prepared by authors

2.2 Segmenting the social groups

The developers of social marketing often have to work with such target groups that are ignored by the commercial marketing, i.e. target groups of those that are the least accessible or the most difficult to change behavior. (Donovan, 2010). Thus segmentation and planning are challenging. A required set of measures for social marketing process should not only be able to identify the needs, focus them on target groups, but also to alter the social marketing to effective form of influence. Lefebvre (2001) states that mostly non-profit organizations or public institutions deal with social marketing, however, for solving social problems, business organizations and active members of the public can be included.

Commercial marketers have developed a rich array of bases for segmentation, ranging from relatively straightforward demographic and behavioral measures (e.g., past practices) to sophisticated psychographic and lifestyle profiling. When mixed with information on the vulnerability of target audiences and the costs to reach them, these frameworks can yield sophisticated budget allocation models and insights for creative strategy (Andreasen, 2006).

Also segmentation of social groups can be made according such objective factors, which represents the social status of people in the society: employment, earnings, consumption, savings and property of people. Lefebvre (2008)

2.3 Social marketing communication campaigns and social media effect

Donovan (2010) makes a distinction between efforts to affect individual behavior and public communications campaigns designed to promote the public will for change. Evaluations of campaigns that use social marketing techniques (most individual behavioral change campaigns) provide lessons for evaluating public will campaigns. Too many public information campaigns simply provide information and do not pay enough attention to turning this awareness into action through "public will".

It seldom makes economic or tactical sense to treat a target audience as "mass marketing" approach ignores the considerable variety within most target audiences and underestimates the likelihood that they will clump together strategically meaningful ways. Second, given this variety, a single approach is either so broad as to be ineffective or is it targeted at one dominant group and not meant to meet the interests and needs of a great many other valuable targets. Third, given this variability, it is also likely that some target audience members will be more appealing than others, and some may deserve to be ignored altogether.

Thus, in principle, an optimal strategy is one that aims the most appropriate approach (e.g., a relevant, impactful message and behavioral option) at each target individual or group and that spends no more campaign resources than the segment merits (which might mean zero). The one-strategy-fits-all approach defies market reality, private sector experience, and the need to

optimize small budgets. Thus, modern technology, especially in developed countries, permits "segments of one" through use of the web or direct mail or social media.

Furthermore, given the social marketing process, specificity of the object and purpose, it can be said to be the usual marketing tools are inadequate to ensure the effectiveness of social marketing-oriented consumer, ensuring social exchanges, the planning strategy. In addition, to evaluate the public response to social marketing, to identify both individual and social behavior change, the direct feed-back from public is needed. Thus, you should use the following command and influence the methods and marketing tools that would make it the most social groups, they are under normal conditions, understand forms and the ability to flexibly adapt to changing environmental conditions and to quickly assess public reflection on social marketing by using direct marketing, social media, e-government and etc.

Social problem-solving tools used in e-government, because there are more possibilities to the overall control of the online media manipulation, social exclusion, the information clutter, and formation of political organizations like the society and government agents But, unlike the current information online, allows people to directly interact with the information to which they are introduced. In this way, citizens have the opportunity to interact with each other in real time, regardless of political, geographical borders, to find colleagues, and discuss.

It is appropriate to accept that the electronic society, all e citizens' access to information and freedom to provide information to the same, but now enter information only one who can access to appropriate equipment and interactivity is extremely easy to control. However, access to the Internet does not eliminate the traditional marketing methods: events, media, books, etc. Rather, it allows the cover to act, to communicate with those groups in society, and between those groups that are "new" in the context of traditional influences: Internet, interactive community, and so on. Thus, "it is e democracy actually correspond to the social relations.

In addition, the government can manipulate the public opinion by providing focused information. Although, media serves to help to form the opinion, when in fact it selects and provides us with information so that it is necessary forming opinion. As the fourth power, the media is the only power that no one fails and is not responsible for anything. In the absence of real competition among the media in Lithuania, she ceased to be the information business, in which participants compete on the information novelty, completeness, and objectivity. It was the government that the business is to sell us their opinion on the scandal; it can create its own mapping. The media is not interested in transparency, because that opacity is the main medium of scandal to address. Scandals in which is dominating the insecurity, distrust, anxiety and fear. These feelings help to mitigate the media sold its view of the scandals that provides understanding and forecasting experience. The government acquires the business minds that can be used to further raise the roof. The media is becoming general business and corporate power.

Conclusions

Effective solutions - that are used in the implementation of Lithuanian social policy, in improving public services, in promoting the development of democratic processes and public participation – covers process management, spread of social ideas, accessibility of information and communication technologies. It is related to major changes and new skills. Moreover, in the context of EU enlargement it is often emphasized that international regulation must take such form that more of citizens organizations could participate in the higher stages of political processes, and in such way to avoid marginalia actions and non-traditional forms of influence.

In order that the implementation of social ideas meets requirements of European well-being state, the specific

knowledge that could be used to develop expected results effectively and economically is needed. Thus, the implementation of social ideas should match public social relationship in its multilayered structure, cover communication needs, and use available technology. Peculiarities of the modern society structure and its needs' system require to ensure that citizens have possibility to identify and to shape their own social needs, formulate the problems, find the solutions. In addition, it is essential to obtain rapid feedback, and this validates the impact of social marketing.

Social marketing will enable access to public services for all citizens, ensuring the confidentiality. The government must ensure the data security, provide conditions for communication development, facilitate and make more accessible electronically public procurement and etc.

The purpose of social marketing is to influence social change by developing the chosen social idea. The idea is chosen according the public social needs and carried out in order to create collective benefits and public goods. In any case, the goal of social marketing enables to target social group (often referred to as the social exclusion group) that has specific social needs and, as both commercial and social marketing focus is on needs, evaluates according them social marketing features, tools and techniques.

Often social marketing is facing opposition from business marketing, e.g. business advertise alcohol and tobacco, while the health care system continues to warn about the damage of these products, thus finding their selves in supervisory role. In addition, due to denial factor the target group are either indifferent or even hostile to the proposed behavior change. This urges to find such social marketing's measures that are effective, flexible in both qualitative and quantitative aspects and able to reach as many as possible public groups or subgroups. Since the structure of modern society is very labile and dynamic, therefore influence of measures should be timely and in agreeable manner to each group.

The need of social marketing can be justified by the fact that the law changes behavior by coercion or threat. On the other hand, a change of public behavior through education requires the long-term measures. So, in comparison to the above mentioned methods the social marketing is the most ethical and efficient way to transmit information, because the law by its force nature and education in general may be ineffective.

By resuming it should be stated that the role social marketing is rising everyday by implementing of innovative marketing tools in public administration and public organizations in communication with social groups and businesses in order to achieve the social change and wider implementation the European social well-being model in Lithuania.

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