Review Article:

Social Marketing & Social Entrepreneurship-is there a match?

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ABSTRACT

Helping to solve some of the world's biggest social problems and influence behaviours that benefit individuals and communities for the greater social good; this is what distinguishes both social marketing and social entrepreneurship purpose. To dive further into these two concepts and find out whether they are really matching or not? The aim of this review is to analyse both social marketing and social entrepreneurship based on a review of the literature that will allow to highlighting the components and the need for the role of the social marketer and social entrepreneur; who play a vital role in delivering social changes for the benefit of our communities. This review paper examines the high Similarities and complementarity between both concepts and summarizes the new developments that could be expected in the near future. Finally, the fact of discovering if both concepts are matching or not is more than an assumption. Rather, it is a reality that imposes itself in order to participate in the unification of effort for more social change.

Keywords: Social Marketing, Social Entrepreneurship, Social change.

1. Introduction

Social change definition was related since the beginning of humanity to the prevailing belief that change in society comes from above, in other words, from the top of the societal pyramid (Leaders, Governments) and not from the base (citizens); is due to the absence and conflict of defining the concept of social change and who is responsible for it. The increasing citizen's dissatisfaction as a result of the narrow orientations of the institutions that confine themselves to obtaining profits and increasing profitability without direct attention to the interest of society; without strive to serve the communities in which they operate.

Here it lies the vital and fundamental role that might be played by Social marketing and social entrepreneurship despite the difference in means and methods used, But the aim and the purpose is stilled one; which is the positive change for the good of the society. As (Peter Drucker 2014) defines ''entrepreneur and entrepreneurship-in general, the entrepreneur always searches for change, responds to it, and exploits it as an opportunity". In regards to social marketing; Kotler and Zaltman describe it simply as 'the application of the principles and tools of marketing to achieve socially desirable goals. The use of social marketing allows the development of an integrated mix of strategies designed to facilitate and achieve an

579

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exchange process leading to behaviour change on the part of the target consumer (Kotler, Armstrong, Saunders & Wong, 2002; Rothschild, 1999).

Most of the social entrepreneurship projects and social marketing campaigns are run by governments, non-profit organizations, and charities, as well as government institutions responsible for protecting society. However, it will be better if social marketing and social entrepreneurship projects should not be the prerogative of these institutions only. On the one hand, commercial companies fall upon them as part of the responsibility and they should participate in these campaigns for several reasons that may relate to the field of their business or to build a good reputation among their clients. On the other hand, the ordinary citizen could also adopt these ideas, in order to have a role in developing these concepts on the ground. However, there is a compelling need to enrich and further the knowledge base of this field, and thereby look to address several remaining challenges related to social issues (Andreasen, 2003; Beall, Wayman, D'Agostino, Liang, & Perellis, 2012).

The review aims to investigate and shine a light on the similarities and complementarity between social marketing and social entrepreneurship; by exploring in detail their definitions and components. Furthermore; discuss the matching of both concepts and their benefit in making a positive social change; based on the review of previous and existing works.

1.1. What is Social Marketing?

The use of marketing it becomes a necessity; and it's one of the pillars in the business system; but there is another marketing type most people are not familiar with called social marketing which the majority usually confused with using Facebook; Twitter and social platforms.

Social marketing is focusing on behavioral change getting people to change their individual behavior so that it benefits society as a whole. Social marketing emerged as a specialty in 1970, when Philip Kotler and Gerald Zaltman realized that the same marketing principles that were being used to sell products to consumers could be used to sell ideas, attitudes and behaviours. Kotler and Andreasen define social marketing as "differing from other areas of marketing only with respect to the objectives of the marketer and his or her organization".

When we talked about the process of using commercial marketing techniques to influence public opinion, with the aim of encouraging individuals to acquire new behaviour that improves their quality of life and health, and thus the advancement of society as a whole; This is social marketing. Social Marketing (Dawn 2013) Social Marketing is an approach that targets specific audiences with marketing strategies to change behaviours that lead, for example, to improve personal health and quality of life .. The use of social marketing to affect population-, society- or systems-wide changes has been recently debated by a growing number of scholars, who argue that a systems approach is needed if social marketing is to address the increasingly complex and dynamic social issues facing contemporary societies (Brychkov and Domegan, 2017; Kennedy, 2016). The past decades have witnessed increased academic stature of the social marketing field expanded areas of application; from public health to poverty, sustainable consumption, environmental conservation, tourism and to many other areas where "beneficial" behaviour change is deemed important (Truong 2018)

Basically, in Social marketing, we use a variety of techniques and tools that are the same marketing techniques as that commercial company use to market their products by targeting consumers in order to purchase their products or used their services. However, the purpose is different here is not for increasing profit, but for a more humane goal. Marketing is not only for convincing us to buy a dress or a pair of shoes that we didn't need; but did you know that marketing could also be used to make our world a better place. Social Marketing seeks to

develop and integrate marketing concepts with other approaches to influence behaviours that benefit individuals and communities for the greater social good. It seeks to integrate research, best practice, theory, audience and partnership insight, to inform the delivery of competition sensitive and segmented social change programs that are effective, efficient, equitable and sustainable" (ISMA, 2013).

The large number of advertisements we are exposed to every day, and most of which we do not pay attention to; o we are not attracted to them, especially if they are not the focus of our attention. But there are ads that attract your attention significantly, whether because of the creative and elaborate advertising message in the design or because of the advertising idea or because of the music or advertising song used. That what social marketing does; is talk to your mind and feelings, by taking an innovative angle that you did not expect and makes you affected by it and rethink your behavior and is convinced of what is right and motivates people to do so, people do not like to be taught what they should do or tell the news about societal issues and ask them to cooperate and help in that. However, if you make them feel the issues and problems how they affect their lives personally, here the message has arrived and social marketing has achieved its goal of changing their convictions and behaviors.

Social marketing is the way you can convince people in a simple way; how we can make the world better, and that making a difference in the world will take place with their own hands and beneficial and desired behaviors in the society. Many studies have shown in order to be succeeded using social marketing we need to take a holistic approach to a social marketing campaign relying not only on the traditional four pieces of marketing but also additional components that represent the essence for the social marketing process; This is what we seek to address and discuss in the following parts.

1.2. What is Social Entrepreneurship?

"When we want to help the poor, we usually offer them charity. Most often we use charity to avoid recognizing the problem and finding the solution for it. Charity becomes a way to shrug off our responsibility. But charity is no solution to poverty. Charity only perpetuates poverty by taking the initiative away from the poor. Charity allows us to go ahead with our own lives without worrying about the lives of the poor. Charity appeases our consciences." (Muhammad Yunus 2007).

In this context, social entrepreneurship is manifested as an innovative idea that addresses a social and applicable issue as a pilot project that solves the problem and achieves social impact and sustainability. Social refers to everything that belongs to a community or society (Kickul & Lyons, 2012); the rise of social issues such as poverty and human welfare have motivated various firms to conduct business with an embedded social drive (Huda et al., 2019; Doherty, Haugh, & Lyon, 2014), and concerning Social entrepreneurship, as a new mechanism created by civil society to address the most pressing social problems, has struck a chord; which combines a social mission with business discipline, innovation, and determination (Dees, 2001). In other words; the concept of social entrepreneurship represents a multidimensional structure that includes entrepreneurial values and behaviours to achieve social goals. One of the main objectives of Social entrepreneurship is to find a solution to a social problem or an environmental one; by adopting a reasonable and practicable economic approach, while aiming to make a positive impact in the society or in the environment, which allow Social entrepreneurship to play the role of a catalyst for social change, and social entrepreneurs do not expect direct monetary benefit from their social ventures (Barberá-Tomás, Castelló, de Bakker, & Zietsma, 2019). In (2009, Zahra et Al) have proposed a definition, which highlights

innovation at the core of the process: "social entrepreneurship encompasses the activities and processes undertaken to discover, define and exploit opportunities in order to enhance social wealth by creating new ventures or managing existing organizations in an innovative manner". In addition, Social entrepreneurship does not focus on volunteering or profit business only, but it starts from a social challenge and as a goal to find solutions to societal problems. Volunteerism depends on the distribution of benefits and services to society as a donation that free of charge from material profit. As (Gamson 1992) confirmed that individuals are much more likely to identify with and participate in a social movement if they were encouraged by those around them. However; the Social entrepreneurship approach Combined between benevolent and charitable volunteering, including profitability, for the purpose of social value the essence is for having sustainable entrepreneurial.

Moreover, before moving more about the components of this research of social entrepreneurship and to demystify about social entrepreneurship definition; the most common definition remains is a business enterprise built around the goal of finding a solution to a social challenge. In other words, what drives social entrepreneurs is the desire to change society and make money at the same time as an aiding factor to the sustainability of the project. To elaborate the concept of social enterprise on the ground, the role of flexibility and speedy adapting of the enterprise to its resources and surroundings clearly shows what enables it to effectively manage its projects. Within social enterprise in general, there is the strategy, implementation management, employment center, technology and logistical support, taking into account keeping pace with development, market requirements and target customers. This is what we are trying to talk about to learn more about social entrepreneurship projects components.

2. Conceptual Background

2.1. Social Marketing Components "4P":

2.1.1. Product

The social product is the offer presented to the target audience of the marketing campaign (Storey et al., 2008). In social marketing, the product is the benefit that comes in the form of improved health or reduction in disease..., and is that behaviour that you are trying to change or spread awareness about, or the proposed solution to a specific social problem and the necessary measures to take it.

Basically, we find that behaviours, ideas, services, and products fall within the concept of a social product, but they must include benefits for the target individual or to attract the attention of the target individual for specific community participation, or it may be a tangible product as support for the target individual that leads him to adopt positive behaviour.

As a social marketer, you must understand the product you offer in all its dimensions and effects so that you can market it as attractive as possible, (Pilloton, 2009) suggested to all social marketers to market products and services that lead to behaviour change as part of their core competencies; by showing desired behaviour and opposite behaviour and show advantages and benefits, and clarify the procedures necessary to follow it simply and easily so that the public can understand the message from the marketing campaign.

2.1.2. Price

The price component differs in social marketing from all types of marketing. The price here is not related to the money paid, but rather to reducing the difficulties, time, and psychological and emotional costs that people bear. The price expresses the costs to the target audience that may be psychological, cultural, emotional, social, behavioural, temporal, material, financial, and others. In other words, the pricing of social products exceeds just the material costs. These costs may be a situation that the consumer must take or abandon or a new trend that must be adopted. The price may cross the time it takes a person to reach a positive result, or how much effort it will take to change behaviour. (Storey et al., 2008) in social marketing price is intangible that comes in the form of making a change in behaviour.

However, if the price of a social product exceeds the importance and value of the personal benefits of this product, then realizing the value of the product will be low and thus it is highly unlikely that people the product, made attractive by the price, and encouraged by the promotions (Thackeray & McCormack Brown, 2010). And if people realize that the benefits that they will get equal or outweigh the value and importance the price that they have to provide, then they will accept the product to try it and acquire it and perhaps rely on it continuously and to a large degree. Consequently, the costs associated with changing behaviour create obstacles in the way of social change marketing, and this cost may be money, time, embarrassment, effort, pain, or a feeling of social exclusion.

2.1.3. Place

Place or distribution is the provision and delivery of the social product to the public, taking into account the establishment of distribution channels that enable easy access to the product, its presence in a geographical location close to the target audience, and taking into account the cost and timing. (Kotler, Zaltman 1971) defined place as being the provision of distribution and response channels. For (Andreasen, 1995) place is ''locations at which necessary products or services could be obtained'', and ''how services and products are made easily accessible to consumers'' (Smith, 1998).

The place element in a social marketing initiative may be the key element of the marketing strategy because the easy availability of the goods and services gives a strong advantage over the competition (Strand, Rothschild, & Nevin, 2004). The goal of the place or social distribution element is to facilitate behaviour change by making sure that the necessary support for change is not only available but also accessible to most people. The fewer people need to get out of their usual way to effect change, the more likely they are to make it.

2.1.4. Promotion

Promotion is the most closely related element to social marketing, and it is the one that binds the rest of the elements together. The promotion refers to the organization using all efforts to inform the target audience of the social product it provides and explain the advantages and characteristics of the product and how to benefit from it and convince the public of it. Thus, you should know which channels and outlets will help you better reach your audience and draw their attention to the social marketing campaign. Will you use social media? Or the TV? Radio? Or banners and billboards? Or events, such as concerts, exhibitions, social and formal events? How will you draw attention to the "behaviour" product, the price and where you want the behaviour to take place? The commercial marketing is essential for social marketing to make a social campaign successful (Grier and Bryant,2005). Other key elements are market research (Walsh et al., 1993), audience segmentation (Grier and Bryant, 2005), and branding (Keller, 1998).

As a reminder, the financial side should not be an obstacle in the promotion step; Because it is often that promotion does not require a lot of money, and it can be done at the lowest costs such as "word of mouth", so persuading people through a conversation between two people with the same effectiveness of a commercial, or through a simple initiative such as the example of pink ribbon for breast cancer awareness.

2.2. Social entrepreneurship Components

2.2.1. identify the problem

The process of identifying a problem is the first and most important step in finding solutions to it. When looking at the problem and trying to think about it in isolation. The social entrepreneur should convince himself that the identification of the problem is the first step, by actively involved in the practising communities and constructing the identity at the same time. This involvement will shape what they do, who they are and how they interpret the community's challenges (Wenger 1998), and therefore the mind of the expected social entrepreneur could see things more broadly and in a more comprehensive view, and this makes him understand the problem better.

Thus, the aim of the first step in the social entrepreneurship operation is to find and identify the real problem. the identification of an opportunity through which a social value proposition is developed that fosters ''inspiration, creativity, direct action, courage, and fortitude'' (Martin and Osberg 2007). The determination phase is very important; because it allows to determines the effectiveness of the next steps. In the event that the real problem is not known, the decision that will be taken will be an improper decision because it is not relevant to the issue in question.

2.2.2. Find innovative solutions

Entrepreneurs, according to (Dees, Emerson, and Economy 2002,), "are innovative, opportunity-oriented, resourceful, value-creating change agents." Social entrepreneurs, therefore, seek to create social value as a main objective. The basis of any operation of entrepreneurship is innovation (Drucker's 2014) '. Sometimes even radical innovation and information searches help social enterprises to identify opportunities (González, Husted, Aigner 2017) by thinking differently and making an effort to generate ideas that are innovative, social containing a comprehensive and clear strategy that achieves sustainable development, and offer adaptable solutions to challenges facing society, with a condition that solutions should be realistic with a strong impact.

After identifying and analysing the problem, it is necessary to identify several alternative solutions to the problem. The solution that is creative is the only way to bring basic assumptions to the level of reality. Because it requires innovative thinking and imagination so that new solutions can be found. Indeed, alternative solutions are the primary tool for imagination packaging and training, and they are at the heart of the social entrepreneurship concept.

2.2.3. Implementation of the plan

This stage is where your project is implemented and announced, as the work team begins implementing the procedures and actions agreed upon during the project plan and strategic work plan, where the importance of this stage lies in giving the social entrepreneur ways to control the progress of the project work as planned, then making the necessary amendments and improvements to the procedures and tasks of the project in the event of changes in the work environment. This step is characterized by providing insight into the practical implementation

of Social Entrepreneurship by using examples that are attempting to make the lives of other people better. by Bornstein (2004).

As a social entrepreneur, you may not be able to expect everything to happen during the planning and preparation stage of your project. This is a very normal situation, but your project may be exposed to some risks during the implementation process. Hence the necessity of applying a parallel scheme necessary for risk management, as it is to identify the risk factors, their causes and effects on your project, while working to develop solutions to a crisis and quick to deal with them immediately. And by this talking about the progress of your project, you can provide a clear picture of the location of your current project with identifying the achievements to be achieved in the project and the remaining things to be implemented.

2.2.4. Impact

Social entrepreneurship viewed as combining commercial enterprises with social impacts (Emerson and Twersky, 1996), as an innovating solution for social impacts (Dees, 1998). To achieve a positive impact, the social entrepreneurial style must have a noticeable social impact that includes all societal challenges that have persisted for long periods. This positive impact of the pattern of social entrepreneurship can be measured in facing the challenges of societies, according to three levels:

Short-term: Social entrepreneurship should bring about real and tangible changes in the community economy, and these changes contain several basic factors; The most important of them; "Radical solutions to confront problems, create jobs in society, and save more than public spending."

Medium term: This level boils down to social entrepreneurship working to improve the conditions of society and increase productivity, and the establishment of many development projects that advance society.

Long term: In this type, social entrepreneurship provides promising investment opportunities, in addition to investing in social capital.

Therefore, social entrepreneurship requires experienced and highly qualified entrepreneurs to read what is going on in their societies and identify the most important problems that these societies suffer from, and to search for creative and realistic ideas that can be implemented; in order to turn into concrete projects facing all problems.

3. Critical Discussion: ''Different means and methods, but one purpose''

There is much evidence that showed the robust correlation between social marketing and social entrepreneurship added to plenty of similarities at the level of many phases. There is no doubt that both concepts shared a variety of similar components; starting from actions as identifying the problem or the challenge that you are looking to solve; to the step of finding a solution in order to make a social change and more positive impact for the good of the society. Running a social marketing campaign or social enterprise requires a lot of thinking, resource planning and hard work, and some may think that managing a social marketing campaign is rather simple, such as hanging posters to educate people against a specific disease or prevent infection, but it is much more than that. For example; Broadcasting a twenty seconds advertising will take workdays behind the scenes. The same applies to the completion of social entrepreneurship in the form of a project, which is a set of activities applied to achieve specific goals during a certain period of time, facing many obstacles to lead this project from its inception until it is implemented. We could easily notice meeting points through the pathway of both social marketer and social entrepreneur added to other methods and strategies used such as strategic and managerial. Thus, we propose the following:

3.1. Define the problem

In this first stage, the need arises to define the problem on a large scale, and not to suggest solutions to it, because proposing solutions at the present time may restrict you and narrow your view of the problem. For example, if we define the following problem: "We need to impose a penalty on riotous children bullied against their friends at school." Here a solution was proposed to the problem which is imposing a penalty on bullied children and not defining the main problem which is the problem of "bullying". Thus, the following formula for identifying the problem may be better: "Children are bullied daily in school."

The determination and identification of the problem allow both the social marketer or the social entrepreneur to generate more solutions, improving the chances of their ability to solve them, and avoiding any misunderstanding that may occur in the future.

3.2. Set goals: the desire to change

Determining the final result that they want to reach, encourages the team's work and increases their enthusiasm and sense of accomplishment as they get closer to the result. For example, defining the goal of the social enterprise project by saying, "opening a restaurant, or café and hire homeless by organizing various social activities aimed at helping people living in the streets get access to food and medical aid, find real jobs," Here you see that the picture is clear. Both social entrepreneur and social marketer make sure that the nature, quality, and end result of the work are understandable to the team, and that will facilitate the operation of the achievement of expected goals.

3.3. Defining and understanding the target audience

Usually, both the social marketer and the social entrepreneur Defining their target audience by segmenting the audience into groups, each group they will talk to in a specific way. Each group will be dealing differently from the other by identifying the factors affecting each group or the characteristics that characterize each group; Such as demographic characteristics age, gender, race., or specific characteristics of the purchasing and product access behaviors. As a result, it helps to reach the most important characteristics of your audience and define the target group. Once they identify the groups they target as part of their social enterprise or social marketing campaign, they start studying these groups in greater detail to understand their needs, how do they think about the problem? and why do they want to solve the problem?

This enables them to know as much as possible about them and about their opinions on the problem or issue they are working on. Starting from general information about the target audience, Then, secondly, the public's opinion on the problem, and finally, study the obstacles that may face them.

3.4. Positive Impact

When it comes to making impacts, nothing is more than Social entrepreneurship and social marketing both concepts aiming to overcome the challenges and findings solutions to the problems we have been facing for long times. As a vision to create a society with effective sustainability that can conserve resources for future generations; and growing and living sustainably with our planet. from addressing social needs ranging from waste reduction to women empowerment.

Despite the different means and methods used, the goal remains one; it is to create a positive impact in our society. Regarding social marketing, spreading positive principles and values in society, changing behaviors in multiple social and health fields, and teaching the public new skills and methods to carry out the required social behavior, which maximizes the importance of correct and sufficient information for the public. As for Social entrepreneurship aims to encourage members of society, with different ages and orientations, to innovate and create in order to bring about a process of developmental sustainability and move to a more developed situation and as a result more positive impact.

4. Limitation

It is no exaggeration when we say that the application of both social marketing and social entrepreneurship is still at an early stage, but there is an increasing trend in their use because they can be useful approaches to addressing various issues, such as social and environmental examples, despite the success of the principle of social marketing and social entrepreneurship When used to achieve the desired goals, however, it faces a number of challenges, for example, social marketing, its effectiveness depends on achieving a clear behavioral change on a gradual basis, and its principles are limited to assessing the success of the behavioral program only in a timely manner and not in the long term, and there may also be A social marketing app issue when tackling the symptoms of the problem, not the problem itself either. That is why changing social behavior suffers from the problem of lack of background and appropriate competence for practitioners of this type of marketing. Regarding social entrepreneurship, there are many legal obstacles. Especially in emerging markets. Laws are always characterized by legal instability due to the many decisions issued, which affects flexibility in enacting legislation and laws that we need in order to create an integrated social entrepreneurship environment. Indeed, it is particularly interesting to note an additional difficulty facing social enterprises is the financial divide, as investors prefer the return on investment over the social impact. While most banks avoid financing projects with dimension and social orientation.

5. Future Research

Social marketing and social entrepreneurship techniques are a set of tools used to make the behavior change process or social change more efficient. Given the scale of the challenges and issues facing our societies in many areas. Generally, a program that aims to solve different issues should not be limited to the principles of social marketing, or social entrepreneurship only as they alone do not constitute a response commensurate with the size of the challenge. For this reason, there should be a more comprehensive strategy for one hand engaging people rather than focusing on making action for individuals but making actions with them in order to achieve societal transformations towards more effective and participatory solutions. On the other hand, elaborate strategies than can integrate plenty of concept for instance the use of social entrepreneurship, environmental education and the promotion of citizenship for one project will be more collaborative and impactful. Moreover, for social marketing research shows that there are certain types of values such as caring for and respecting others that can be linked with behaviors to effect the desired change, taking into account as an example the goal of environmental campaigns is not to dictate values to people but to highlight the values that would lead to sharing serious to reduce environmental problems and achieve sustainability.

To summarize, it must be taken into account that there is a need to conduct future research on both concepts social marketing and social entrepreneurship, with a need to focus research not only on the symptoms of the challenges to be solved but also to the effectiveness of the application to address the problem.

6. Conclusion

This review article adds to the evidence on the benefits of using social marketing and social entrepreneurship involved in the social change process. To sum up, we should admit that social and environmental problems play the role of catalyst for creating and launching new solutions, by using social marketing and social entrepreneurship we should think differently; starting by analysing the problems that we would like to resolve in the society and trying to find the causes and the ways that will help us to produce creative and innovative ideas and new solutions that break traditional patterns and change in the prevailing systems.

In short, we found that the use of both concepts social marketing and social entrepreneurship have similarities in many stages and it is necessary to benefit from the experiences of the campaigns and social projects implemented previously; while identifying obstacles that impede changing behaviour or social change in order to facilitate the operation of overcoming challenges and finding the right solution, and also working on established effective monitoring and evaluation plan adopted during all stages of implementation of the social marketing campaign or social enterprise project.

Social marketing and social entrepreneurship represented an effective and successful tool in changing the desired behaviour and realizing the expected positive impact among targeted groups; as a result, this increases the citizens' engagement, empowerment, and self-efficacy. In addition, it enables to highlight the role of launching the change from the bottom of the societal pyramid in an efficient manner without neglecting the involvement and contributions from all stakeholders.

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