

SOCIAL MARKETING AND ITS IMPACT ON CONSUMER RESPONSIBILITY

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ABSTRACT

Social Marketing is a planned process for influencing consumers and its components of marketing and consumer research, advertising and promotion play important role in topics like health, environment, and other important issues. Impact of Social Marketing on Consumer Responsibility Project is taken up to understand the influence of social marketing campaigns on consumer perception and behavior. Social Marketing combines the best elements of the traditional approaches to social change in an integrated planning and action framework Thus the role of market research agencies becomes crucial in determining not only the target audience, but also in studying their likes and dislikes, motivations, drives and behavior that may aid or deter the efforts taken to bring about behavior change. We find that the awareness of social campaigns can influence the consumers' responsibility. Since social campaigns also impact the goodwill of the brand it is important for consumers to establish the association correctly. The aim of a social cause is to influence a change in the consumers' behavior in a positive way. The level of awareness of these campaigns, brands, brand ambassadors and parent company among the respondents was identified. The influence these campaigns have on the brand loyalty, consumer behavior and how the respondents prioritize these campaigns were checked.

KEYWORDS: *Brand, Brand Ambassadors, Consumer Responsibility and Social Campaigns*