

## SYNOPSIS

Social Marketing : An enquiry into the drinking behaviour of selected collegiate students in 'Sangli' city.

### 1) Introduction :

Marketing is defined as 'Creation and delivery of standard of living'. 'It is the human activity directed at satisfying needs and wants through exchange process'.

Marketing is the philosophy of customer service, Marketing is consumer satisfaction engineering. Marketing involves the interaction of several business activities where ultimate objective is the gratification of customer needs and desires. By satisfying the existing needs of the customers and creating new needs and wants for better and improved products marketing sets a pattern of consumption and improves the living standards of the people.

### 2) Social Marketing :

The latest discipline which is being recognised worldwide is the marketing way of thinking. The thought is now grown that 'Professional approach be applied to achieve social objectives'. 'Social marketing is the design, implementation

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and control of programmes seeking to increase the acceptability of a social idea, cause or practice in one or more target groups'. Social marketing utilizes the normal marketing tools as consumer research, concept development, market segmentation and all kinds of marketing communications.

Social marketing offers itself as an alternative to the use of legal action to bring about the behaviour that the society agrees for public. Positive behaviour can be encouraged and negative behaviour can be discouraged. Properly designed concept is offered to the target population motivating at a low cost. The appeal could be used to supplement the motivation.

### 3) The Problem :

Marketing technique can be used to provide solution to a social problem. One of the problems that is being current is that drinking and drug habits among the college students. This report attempts to study the problem from marketing angle and to offer some alternative solution for the same.

The articles in leading dailies suggest a serious incidence of drinks among college students. There seems a wider social awareness about this problem. Drinking habit is gradually developing among the college students. The eminent thinkers like Justice Dharmadhikari and Dr. U.M. Pathan have shown their concern about this serious problem. Drinking is gaining prestige

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in the students lobby. The prevalence of drinking habit among students is no longer a debatable issue. The free use of liquor during college election period and annual social throws light on it. Therefore, it deserves a thorough investigation'.

4) The social Marketing Approach :

The problem under study deals with the rapidly spreading drinking and drug habits among the collegiates. Students are the pillars of the nation. They should be free from such a vicious circle. For this purpose instead of suggesting prohibition leading to 'demarketing' social marketing approach is suggested. 'Drinking is injurious to your health' will be the idea to be promoted in the target market. Marketing techniques such as segmentation, concept development and communication can be used. It is felt that these marketing techniques are worth trying in this connection.

5) Objectives of the Study :

The main objectives of the study are -

- 1) To know the magnitude of drink behaviour, the percentage of students associated with drinking.
- 2) To study the factors motivating them to go for drinks like liquor.

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- 3) To study the extent of awareness of evils of drinking in them.
- 4) To suggest a strategy for marketing the concept 'Drinking is Injures to your health'.

6) Methodology :

Keeping in mind the various factors such as good number of colleges and vast number of collegiates in both professional and non-professional area, the emergence of 'Shampu' cigarette to the Sangli market and the conviniences in data collection. 'Sangli' was selected for the purpose of study. Sangli is the district headquarter of the Sangli city and it is a well developed, educational centre in Western Maharashtra.

A) The Survey : A survey of the college students was undertaken in the year 84-85 with the objective of studying their drinking behaviour. There <sup>were</sup> ~~are~~ 6291 students in the various colleges in the city. Of them 4382 were studying in non-professional colleges and the remaining 1909 were studying in professional colleges. The total number of male students was 4617 while the total number of female students was 1674.

B) The Questionnaire : In order to obtain their data a questionnaire was administered to the selected collegiates in Sangli.

Total 350 questionnaires were distributed among 6291 students. 210 students returned the questionnaires. Of this 60 questionnaires were rejected for they weren't filled according to the guidelines and directions given to them. Necessary responses from the students in different faculty and from different stages of undergraduate education of the college and post-graduate students were received.

The data collected by using the above mentioned technique was analysed with the help of simple statistical tools like classification tabulation and simple averages.

The finding of the study are presented in this report.

7) Observations :

1. The data indicates that 36% of the college students go for drinks like liquor. However, it suggests<sup>that</sup> all students do not go for drinks.
2. The number of collegiates who have tried liquor is substantive.
3. The collegiates arrange drink parties on the following occasions :
  - a) During college elections,
  - b) During college trips,
  - c) During annual social gathering,
  - d) After annual examinations,
  - e) On certain other special occasions.

4. Students in the age-group of 18 to 22 are more in the drinkers tally.
5. The students in higher classes have this tendency more in them than the students of lower classes.
6. The students belonging to middle class income group are found more in number in the tally.
7. Students doing professional courses seem more inclined to try drinks rather than students doing non-professional courses.
8. Students residing in college hostels, residing with parents prefer to go to bar at night.
9. The drink habit is rapidly increasing among the students and it is feared that it may lead to drug addiction.

8) Motivating factors for drinking :

Drinking has become a regular practice, a routine activity of the college students. This is harmful to them as well as to the society. It is the time to take necessary steps to stop them from going to drinks. For this purpose it is essential to know what factors motivate them to go for drinks.

1. Company - Company and students groups give rise to such a tendency.
2. Prestige - Drinking is gaining prestige. It has become a status symbol among the collegiates.

3. Fashion - Drinking has become a fashion. Students are imitating this borrowed western life style.
4. Enjoyment relaxation and time pass - This seems to be another important factor taking them to drinks.
5. Unemployment - The fear for future unemployment creates unsecurity in the minds of the students and they go for drinks.
6. Less awareness about the evils of drinking - Students are less aware about the evils of drinking.
7. The vicious circle - A vicious circle starting from pan, tobacco-mavapatti finally ends in drink and drug addiction.
8. Supply creates its own demand - The free availability of liquor in bars, in permit rooms and 'deshi-videshi' wine shops i.e. the supply side creates demand from the students side.
9. For recreation - In case of students doing professional courses this is the important factor.
10. More free time, more freedom - The arts and commerce students enjoy more free time, more freedom. They misuse the freedom by way of going to liquor.
11. Elections and trips - The present set up of college elections and tours also contributes to the drinking behaviour of the students.



9) Suggestions - Programme :

Drinking by students is essentially a socially undesirable problem. As students are the pillars of the nation, the problem becomes more serious. It is the right time now to take necessary steps in this respect.

To introduce prohibition may be the way out to stop them from going to drinks. But experiences prove that it leads to many malpractices rather than having a check on the behaviour.

Application of social marketing techniques can be the other alternative. The idea 'Drinking is injurious to you' is promoted in the market. Here marketing technique be worth trying as it has proved successful in giving solutions to many a social problems.

The marketing communication programme for promoting the idea "Drinking is injurious to health" is to be prepared and addressed to the target audience which included students, educationalists, parents and the Government.

I) To the students : To create favourable attitude

1. Intoxication is the mother of all evils.
2. It does not suit to our climatic conditions.
3. It kills you fast.
4. It is a bad time pass of valuable good time.



5. Are you going to prefer the evils (heart trouble, liver cirrhosis or mental break down conditions) for the sake of enjoyment and relaxation ?

6. Bar room is a bank :

You Deposit - Your money, your time, your character, your self control, your health, happiness, home comfort, your soul. - and loose everything.

II) To the parents : To create favourable environment

1. Keep a strict vigilance on them,
2. Control their pocket expenditure,
3. Know their personal problems.

III) To the Educationalists : To create favourable environment

1. Provide more recreational facilities.
2. More involvement of students in such activities.
3. Effective student teacher relationship should be created.
4. Creation of separate cell in each college and university working for this problem.
5. Seminars, street plays, lectures be arranged regularly.
6. The present set up of college elections and trips be suitably modified.

IV) To the Government : To create favourable environment

1. Special attention to the age group 18 to 24 in the prohibition programme.

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2. Strict watch, on bars, permit rooms. Here entry should be restricted strictly to permit holders.
3. More restrictions on counter sale of wine in the shops.
4. Ban on hit and hot cinemas - perverted plays.
5. Avail more employment opportunities.
6. Effective use of medias of communication - Radio, TV, Cinema, News papers.

10) Directions for further research :

The study leads to the following tentative conclusions which may be considered as hypothesis for further research.

- 1) Drinking habit is rapidly growing among the collegiates.
  - 2) Drinking habit among students is likely to result in drug addiction.
  - 3) Students from low and middle class income group are found more in the drinkers tally.
  - 4) Drinking behaviour is found more in the urban students rather than the rural students.
  - 5) Marketing communications help in checking the drinking behaviour.
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