

SOCIAL MARKETING IN THE SYSTEM OF LOCAL GOVERNMENT

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Introduction. Continuous improvement of socio-economic relations has contributed to the development of marketing concept, which is focused on the individual. Thus, a new concept of marketing has emerged – social marketing, which is a very promising stage of this development.

Recently in Ukraine there is an introduction of elements of classical marketing in non-profit activities. Local governments are one of the non-profit spheres that have already started to implement and use social marketing techniques in their activities.

Local government is directly related to the population and is the most important pillar of social and political stability in society. Its priorities are to establish constant and comprehensive interaction with the community and to form its responsibility for what is happening on their territory.

Currently, the problem of interaction between local governments and the population of a certain area is very important. It is due to the need to organize effective communication between local authorities and the public that it is necessary to use the tools of social marketing.

Review of recent sources of research and publications. To date, many works by both foreign and domestic authors devoted to marketing activities in the nonprofit sector.

The essence and role of social marketing are studied in the works of such authors as F. Kotler [1; 2], N. Lee [1; 2], K. Fox, O. Holmes. Kiwi Leroy Miller Wiley [3] considers marketing for nonprofits. Alan R. Andreasen [4] focuses on strategic marketing for non-profit organizations. Roger Bennett [5] focused on nonprofit marketing and fundraising. Borisova T. [6] investigates the marketing of non-profit organizations in terms of areas of activity. Bilyk I. [7] considers fundraising as the main tool for sustainable development of non-profit organizations. Deinega O. [8] and Deinega I. [8] consider marketing as a tool for developing the capacity to provide services to local communities. Romat E. [9] studies marketing in public administration, and Fitel O. [10] studies the activities of territorial communities.

However, despite the large number of publications on various aspects of the use of social marketing, it should be noted that such an important issue as its implementation in the activities of local governments is insufficiently studied. This is what contributed to the choice of research topic.

Setting objectives. The purpose of the work is to study the methodology of social marketing and identify the specifics of the application of marketing measures in the implementation of their activities by local governments to coordinate public interests.

The main objectives of this study are: consideration of aspects of the use of marketing in public administration, determining the nature of social marketing in local government, research of social marketing planning for social programs by local authorities, as well as identifying possible ways to use tools to promote social programs. the role of social advertising in society and public relations.

Basic material and results. Before considering marketing in the activities of local governments, we must first focus on some aspects of the use of marketing in public administration in general.

Marketing in public administration is an approach in public administration that has such priority tasks as the satisfaction of producers and consumers of public services, which acts as a specific form of marketing. If we look more deeply, we can say that this is the marketing activities of public administration and local government, which act as producers, consumers and intermediaries in the exchange of goods, services, ideas and other values.

Marketing in public administration has its own specifics:

1. The nature of relations is insufficiently market, exchange is indirect, most of the products are services, ideas, priorities related to public goods, and the goals of the activity are to meet the needs and expectations of social groups.

2. Driven by budget constraints, marketing is severely limited in funds and resources, operates at a low price level, is forced to be satisfied with a relatively low level of quality of goods and services, and its effectiveness is more difficult to assess in terms of social effects.

3. Marketing activities in the field of action are quite large and designed for long periods.

4. A significant part of the activity takes place in the form of participation in open auctions, auctions, etc.

5. Marketing is implemented in conditions of high public openness, controllability by society; especially the high role of communication aspects and marketing tools.

6. High dependence of the market on the decisions of the authorities, the political situation; that is, to some extent it can be corrupt.

7. SWOT and STEP analysis, technologies of segmentation and estimation of market capacity, estimation of competitiveness and positioning of countries and regions, as well as classical instruments of commodity, price, communication and sales policy on relevant issues are increasingly used as marketing tools in public administration.

8. Evaluation of the activities of public administration bodies and specific officials increasingly depends on what they have done and are doing to ensure the competitiveness of the managed socio-economic system: what market shares and overall position of goods/services produced in the total consumption of such goods in this territory and beyond, what are the conditions created to increase consumer loyalty to these goods, how demand is developing.

Territorial marketing is a type of marketing in public administration, as its ultimate goal is also to satisfy consumers of social services in a particular area, which is achieved through the development of this area, which leads to improved welfare of its inhabitants.

Territorial marketing is the use of marketing technologies for the development of the territory, in the interests of individuals and legal entities. It is related to ensuring the interests of the territory as a whole and operates in the form of a relevant service of public administration and local self-government. Only they have the power to represent all groups of the population and all sectors of the economy of the territory.

Such authorities are active in the process of exchanging with consumers. For most of the government services provided, their employees receive a return in the form of support and gratitude from voters, increasing tax revenues from institutional units and citizens. The specificity of government services is that they can be performed only by public administration and local government in the exercise of their constitutional and legislative powers.

The relevance of territorial marketing has certain prerequisites: changes in the essence of the modern state, whose democratic institutions in their activities must take into account the needs of the electorate; decentralization of power and transfer of many important powers and functions to local public administration bodies and local self-government bodies.

Currently, many social programs are aimed at the development of society. When an entity is working on projects that are costly to it but that bring about beneficial changes in society, it means that it is engaged in social marketing.

Social marketing is the use of marketing tools and tools (such as marketing research, strategic planning, advertising and public relations) to Figure 1:

Social marketing deals with three issues: belief, social practice, and social product. It is used to change the behavior of different risk groups, strengthen the role of non-profit organizations through specific measures and increase the effectiveness of social programs.

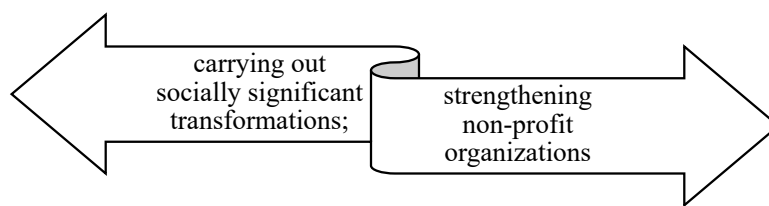


Fig. 1. The task of using marketing tools

To determine the role of social marketing in the functioning of the local self-government system, the nature of local self-government should be studied. There are many definitions of local government, and each includes the basics of social marketing.

The most comprehensive document outlining the concept of «local self-government» is the European Charter of Local Self-Government of 1985, which states that «local self-government means the right and real ability of local self-government bodies to regulate and manage much public affairs law, under their own responsibility and for the benefit of the local population».

According to Article 140 of the Constitution of Ukraine, local self-government is the right of a territorial community – villagers or voluntary association of residents of several villages, towns and cities – to decide on local issues within the Constitution and laws of Ukraine [11].

Local self-government is a form of public authority exercised by specific entities – territorial collectives and established bodies, has a special object – issues of local importance, and is based on the use of a particular type of public property – communal.

The system of local self-government includes Figure 2.

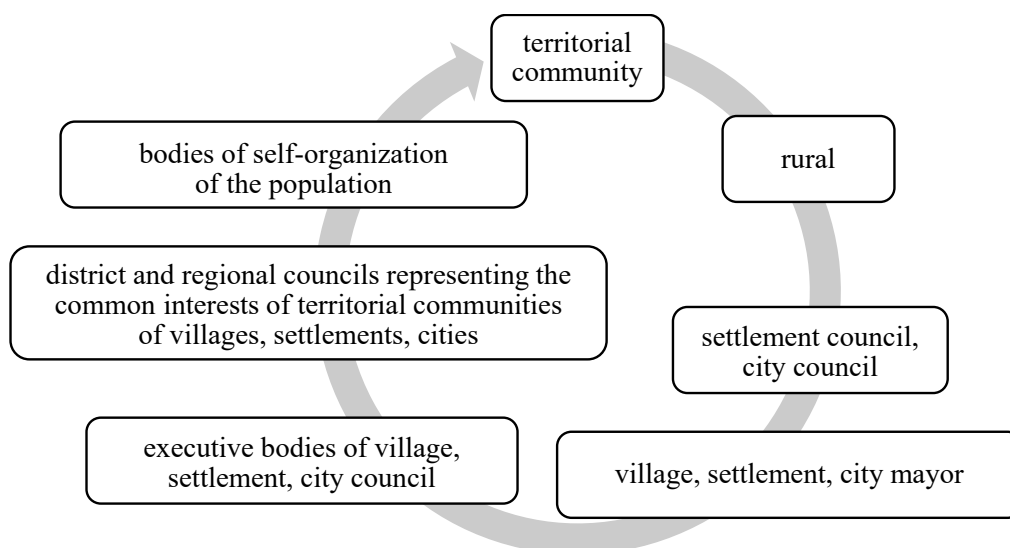


Fig. 2. The main elements of the system of local self-government

The task of local self-government is to implement many social programs. And in order to take into account the interests of the public, a dialogue between local authorities and the population is needed. It is the application of commercial and non-commercial marketing methods that can contribute to their effective interaction: segmentation, research of society's needs, compilation of income statistics, etc. Social marketing also has a sufficient set of funds used to implement social programs.

The practice of modern development of local self-government shows that the successful solution of issues of local importance directly depends on a number of factors Figure 3:

The financial component is the most important and its importance is constantly growing. To implement the principles of local self-government, to effectively address issues of local importance, it is advisable to use the tools of social marketing. The validity of the need for its application is that social marketing is an understanding of people and such communication with them, which leads to the assimilation of new views;

use of marketing techniques for non-commercial purposes. Changing their position forces them to change their own behavior, which affects the solution of existing social problems.

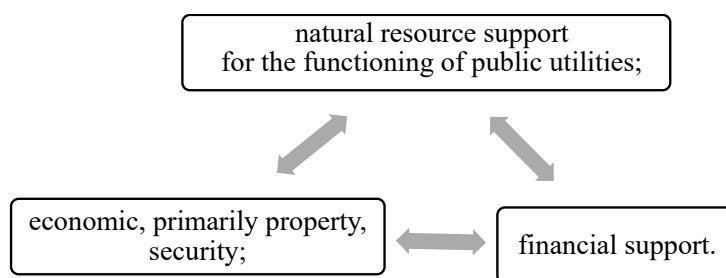


Fig. 3. Factors on which the decision of questions of local value depends

The meaning of social marketing is a significant expansion of the sphere of marketing activities. Its subject is both the market and socio-political activities. It promotes the creation, implementation and control of programs aimed at enhancing the attractiveness of any social idea, the education of certain norms and skills of behavior.

To date, the Ukrainian government has developed a large number of social programs in the fields of health, education, culture, security, and the environment. These programs exist and are ready for implementation, but they need to be effectively promoted among the population, detailed information and encouragement of people to participate in the discussion of social projects. Creating a constructive alternative to the current state of affairs is one of the tools to influence public opinion. Therefore, it is advisable to use the mechanisms of social marketing as a tool that influences public opinion.

The following points should be considered when planning a social marketing program Figure 4.

Currently in Ukraine a lot of attention is paid to the place and role of social advertising in society. The need to solve social problems at the local level increases the importance of this type of advertising and sets the task of its further development.

1. It is impossible to influence public opinion without prior sociological research.
2. The target audience should be determined on the basis of statistical data, to make its socio-psychological portrait.
3. Detailed sociological research of the position of the target audience on certain issues should be conducted in the form of focus groups.
4. All products and plans of all activities carried out in the process of social marketing should be tested on the target audience.
5. Traditional advertising technologies can and should be used to implement projects aimed at influencing public opinion.
6. A sociological survey should be conducted to assess the results achieved after the end of the campaign.

Fig. 4. Important points when planning a social marketing program

There are a number of functions of social advertising:

- 1) information (for example, where and when you can get some information, what activities are carried out (fundraising to help the needy), etc.);
- 2) the formation of new behavioral attitudes (smoking cessation, anti-alcohol propaganda and other elements of a healthy lifestyle);
- 3) creating a positive image of social services and non-profit organizations and overcoming the negative image of the organization in the eyes of customers;
- 4) consolidation of efforts of social institutions and sponsors in solving social problems;
- 5) formation of «feedback» channels between local governments and the population to control the system and make the necessary adjustments.

Currently in Ukraine the effectiveness of social advertising is quite low, despite its importance and significance, both within the country and individual local governments. This forces us to pay attention to its quality, content and forms of placement. In this regard, foreign experience is gaining importance, which shows that social advertising solves mainly not political problems, but socially necessary issues.

Public relations is one of the most important tools of social marketing in the system of local self-government. No financial structure or political party can do without public relations specialists.

PR in the field of social marketing is an activity that combines elements of management and social technology, which contributes to the success of local government and meet social needs.

The use of public relations by local governments can lead to the use of various manipulative technologies, which must be controlled by public organizations. The most typical and widely used methods and techniques of manipulative type are «labeling», that is assigning individuals or their actions good or bad grades, the use of «double standards» in assessing the actions of certain persons, «false analogy» when comparing two similar outwardly phenomena, but which are different in essence. Manipulative technologies are also characterized by the rejection of detailed argumentation and its replacement by the technique of psychological suggestion. This arsenal of information includes actions that affect painful social points, such as traditions of confrontation between different groups of the population, suspicions of sincerity, and so on. Such actions involuntarily cause people fear, anxiety, hatred.

In addition to the use of tools to influence the social behavior of the population at the level of local self-government, it is necessary to constantly monitor the effectiveness of the measures taken. The most important tool of social marketing in this case is a survey, which is conducted not only to obtain information, but also to inform the public about social programs and get feedback on the actions taken by the authorities.

Conclusions. As a result of the research, the influence of social marketing measures on the implementation of public activities by local governments was revealed. The application of marketing techniques in their activities would significantly enhance the effectiveness of change, because today taking into account the needs of people is the main message of public authorities in Ukraine.

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The article examines the peculiarities of the use of social marketing tools by local governments. Aspects of the use of marketing in public administration and its specifics are considered. It is determined that territorial marketing is a type of marketing in public administration and is related to ensuring the interests of the territory and operates as a relevant service of public administration and local government. It was found that social marketing is the use of marketing tools and means to carry out socially significant transformations and strengthen non-profit organizations. Social marketing has been found to address three issues: belief, social practice, and social product. The tasks of local self-government are the implementation of social programs, and to take into account the interests of the public, a dialogue between local authorities and the population is necessary. The practice of local self-government development shows that the successful solution of issues of local importance depends on such factors as: natural resource provision, economic and financial support. At the same time, financial security is the most important. To implement the principles of local self-government and effective resolution of issues, it is advisable to use the tools of social marketing. The peculiarities of social marketing planning for the implementation of social programs by local governments, as well as identifying possible ways to use tools in their promotion. The place and role of social advertising in society is determined and a number of its functions are highlighted. It was found that public relations is an important tool of social marketing in the system of local government and identified the main areas of PR activity, namely the use of various manipulative technologies. As a result of the study, the impact of social marketing measures on the implementation of public activities by local governments and identified that the use of marketing techniques in their activities will significantly improve its effectiveness.

Key words: marketing, local self-government, management, research, community, social programs, resources, advertising, public relations.

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У статті досліджено особливості використання інструментарію соціального маркетингу органами місцевого самоврядування. Розглянуто аспекти використання маркетингу в державному управлінні та його специфіку. Визначено, що територіальний маркетинг є різновидом маркетингу у державному управлінні та пов'язаний із забезпеченням інтересів території та функціонує у вигляді відповідної служби органів державного управління та місцевого самоврядування. Виявлено, що соціальний маркетинг – це використання інструментів та засобів маркетингу для проведення соціально-значимих перетворень та зміцнення некомерційних організацій. З'ясовано, що соціальний маркетинг займається вирішенням трьох питань: переконання, соціальна практика, та соціальний продукт. Завданнями місцевого самоврядування є реалізація соціальних програм, а для врахування інтересів громадськості, необхідний діалог місцевих органів влади з населенням. Практика розвитку місцевого самоврядування свідчить, що успішне вирішення питань місцевого

значення залежить від таких факторів, як: природно-ресурсного забезпечення, економічного та фінансового забезпечення. При цьому, фінансове забезпечення є найважливішим. Для реалізації принципів місцевого самоврядування та ефективного вирішення питань, доцільно використовувати інструментарій соціального маркетингу. Досліджено особливості планування соціального маркетингу для реалізації соціальних програм органами місцевого самоврядування, а також виявлення можливих способів використання інструментарію у їх просуванні. Визначено місце та роль соціальної реклами у суспільстві та виділено ряд її функцій. Виявлено, що зв'язки з громадськістю виступають важливим інструментом соціального маркетингу в системі органів місцевого самоврядування та визначено основні напрямки PR-активності, а саме застосування різних маніпулятивних технологій. В результаті проведеного дослідження виявлено вплив заходів соціального маркетингу на здійснення суспільної діяльності органами місцевого самоврядування та визначено, що застосування маркетингових прийомів у їх діяльності значно покращить її результативність.

Ключові слова: маркетинг, місцеве самоврядування, управління, дослідження, громада, соціальні програми, ресурси, реклама, зв'язки з громадськістю.