

## **SOCIAL MARKETING IN PUBLIC ADMINISTRATION OF SOCIAL SERVICE INSTITUTIONS**

Hryhoriy Bukanov<sup>1</sup>

Alla Kolesnyk<sup>2</sup>

Oksana Tashkinova<sup>3</sup>

Viacheslav Kotlubai<sup>4</sup>

Viktor Koval<sup>5</sup>

**Abstract:** The following conclusions can be drawn from the theoretical analysis and the results of the expert survey. Firstly, it is substantiated that social marketing is an effective mechanism for public administration of social organizations in Ukraine, and that public relations and social advertising are the leading technologies. Secondly, it is determined that the leading task of public relations in public administration is to develop concepts of social advertising and the formation of a positive image of the social service through information and advertising

campaign on social services. Thirdly, it has been found that the more effective means of advertising the activities of social organizations are: TV and radio advertising; placement of articles in specialized (local printed) editions; booklets, memos, other handouts, and the main issues that should be covered in social advertising are: addiction, socio-economic problems, medical problems, problems of vulnerable sections of the population.

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<sup>1</sup> Dnipropetrovsk Regional Institute of Public Administration of the National Academy of Public Administration under the President of Ukraine, Dnipro, Ukraine. E-mail: vip.gregorov@ukr.net.

<sup>2</sup> Dnipropetrovsk State University of Internal Affairs, Dnipro, Ukraine. E-mail: coalision@ukr.net.

<sup>3</sup> State Higher Educational Institution «Priazovskyi State Technical University, Ukraine. E-mail: Tashkinovaks@gmail.com.

<sup>4</sup> National University "OdessaLawAcademy", Odessa, Ukraine. E-mail: v.o.kotlubay@gmail.com.

<sup>5</sup> Odessa Institute of Trade and Economics of Kyiv National University of Trade and Economics, Odessa, Ukraine. E-mail: victor-koval@ukr.net.

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## Introduction

Creating an effective system of public administration of social organizations in Ukraine is one of the priorities of the social policy of the state, which envisages a qualitative restructuring of the system of public administration of social organizations in accordance with new socio-economic challenges and dominant needs of the population. This requires the introduction of new, more flexible and effective approaches to public administration of social organizations, based on the modern achievements of public administration, sociology of management and marketing paradigm in public administration of social organizations.

Therefore, it is necessary to solve an important scientific problem, which is the contradiction between the spread of modern social marketing practices in the management of various social systems that have become widespread in the most developed societies of the world, on the one hand,

and the lack of knowledge about the multiplicity of forms, ways of use and mechanisms of social marketing, in particular in the system of public administration of social organizations in Ukraine at the regional level, on the other hand.

## Analysis Of Recent Research And Publications

Social marketing as a specific sociological knowledge has been actively developing in the last decade through the use of the achievements of marketing, social management, social psychology, social work. The work of such researchers as Bagozzi (1978) social marketing understood as a private case of general marketing, Kotler, Roberto and Roberto (1989) justified the use of marketing to solve social problems, Laswell (1976) researched by means of social psychology methods of communication, Sheth, Gardner and Garrett (1988) studied the evolution of marketing etc. In Ukrainian science, issues of social marketing, marketing in public administration, political marketing, legal aspects of the functioning of social organizations, social structure in various aspects are considered in the works of Akimov

(2008) examines the essential aspects of social marketing, Romat (2016) studies the specifics marketing in the book management, Poltorak (2010) researches the problems of marketing researches in the social sphere, Kvitka et al. (2019) researched marketing of higher educational institutions.

Despite numerous scientific publications and research on innovative mechanisms of public administration of social organizations, the use of marketing technologies in the management of social organizations, in particular social marketing and PR technologies and social advertising, as mechanisms for its realization, is poorly understood today.

The purpose of the study is to determine the features of the introduction of technologies and mechanisms of social marketing in the system of public administration of social organizations in Ukraine at the regional level.

### **Results and discussion**

The importance and effectiveness of marketing ideas in the economy is beyond doubt (Kvitka et al., 2019; Luchaninova et al., 2019). But

before we emphasize the importance of applying the marketing concept of management in the social sphere and in the social service sphere, let us consider the semantic features of the concept of "marketing". It should be noted that there is no generally accepted definition of marketing among professionals. Therefore, the object of marketing may be organizations, products, ideas, services, territories, people. Teachers, politicians, government organizations, and anyone who wants to highlight themselves, their ideas and programs can share marketing information (Kotler et al., 1989).

The recent phenomenon is the concept of social-ethical marketing, according to which the organization should most fully satisfy customer requests and ensure their satisfaction with more efficient means while preserving and enhancing the well-being of the consumer and society as a whole. This involves the use of innovative marketing organization, in the process of which continuously improve the products and methods of marketing, as well as the use of value marketing, which determines both the enhancement of the value of the product for the consumer,

and the awareness of the personnel of the organization of the public mission of their activities.

Today, marketing as a market concept of management is gradually entering into various spheres of public life, which confirms its universal and inter-branch nature. Marketing ideas have begun to be incorporated into public administration: for example, the concept of macromarketing – the state concept of managing the economy at the macro level - has emerged. Analyzing the theory of macromarketing, Sheth et al. (1988) identified the subject of macromarketing (as a social phenomenon) "the relationship between marketing activities and society". At the same time, in their view, the main task of macromarketing is to analyze public requests and needs. Thus, marketing is a concept that is able to fulfill its functions as an integral part of the state concept of macro-level governance, fulfilling the basic tasks of timely professional service to citizens and the provision of quality services that are requested by the population.

Further development of marketing is in the non-profit sphere in order to achieve a certain social effect:

460  
the development of human capital (Bodnar et al., 2019), improving the situation on the labor market (Koval et al., 2019).

If non-profit marketing is a separate type of marketing activity aimed at certain non-profit entities, then the concept of social marketing is broader and includes social systems at the level of society, state and culture.

Social marketing acts as a three-pronged methodology, the main components of which are as follows: 1) modern technology of organization of functioning of social sphere of post-industrial society; 2) social orientation of marketing, business in general; 3) technology of promotion of socially significant problems when special marketing mechanisms are used to realize important ideas and specific projects in society.

Social organizations in the article will be interpreted in the context of social service institutions. Social service is seen as creating the conditions for meeting the needs of people for their development, which emphasizes the individual beginning in social policy, and is also seen as an absolute function of society, not the state.

Looking at social service institutions as a system involves not only an analysis of its structure, but also the identification of basic management principles, among which scientists call the principle of social partnership of different sectors and levels in the implementation of social services to the population, the principle of decentralization of management of the social services system, the principle of subsidiarity. Thus, according to Gilbert (2003), the basic principles of management and functioning of an effective system of social services should also include: 1) non-fragmentation of social services or coordination of activity and uniform placement of social service organizations in a certain territory; 2) accessibility of social service organizations or absence of exclusion of citizens from the social service system based on their social and other characteristics; 3) continuity of social services or complementarity of activity of social services, absence of "gaps" in the process of social service of citizens; 4) conformity of activity of social service organizations to the needs of citizens. Based on the selected principles of social

management of social services, there are three groups of functions of management of social services: 1) improving the quality and accessibility of social services to persons who are in difficult living conditions or who are at risk; 2) formation of functioning and organizational development of social service institutions at the territorial community level; 3) promoting the development of an effective social service model based on social partnership.

In our opinion, the leading technologies of social marketing in the management of social services are public relations and social advertising (Lasswell, 1948). Consider the essence of the application of these technologies in the management of social institutions.

PR in social services should include: 1) actions aimed at improving people-to-people contacts; 2) measures aimed at expanding the scope of the service. In doing so, means appropriate to the intended purpose and which do not contradict social ethics should be used; recommendations for creating a favorable climate, strengthening the social importance of social services.

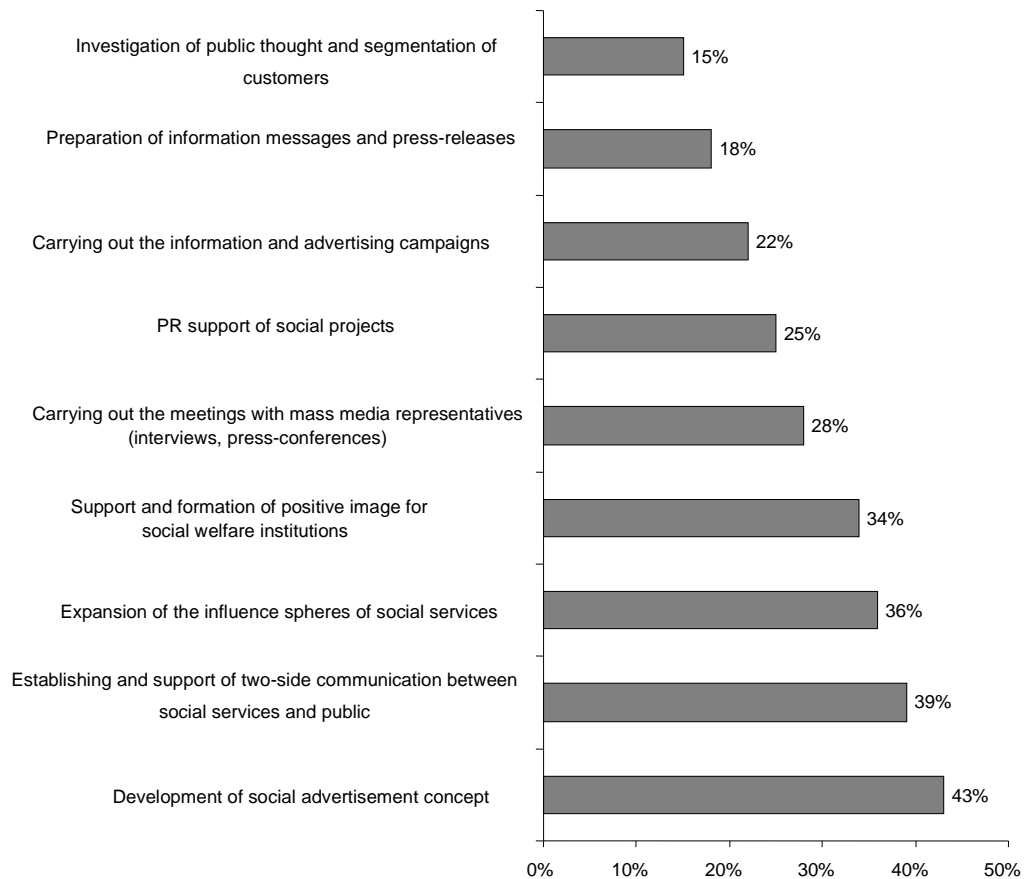
Therefore, in today's environment for ensuring their own life, all social services are forced to engage in organized public relations activities: assessing public reactions to the activities of the organization, establishing contacts, maintaining reputation, information and awareness work, social advertising as a major technology in the social protection system (Vivchar, Redkva, 2018; Borychenko et al., 2019).

An expert survey was conducted to investigate the features of the application of social marketing technologies in the management of social service institutions. Managers and staff of social protection institutions in Zaporozhye (200 respondents) participated in the study. The characteristics of the expert survey sample (200 respondents) correspond to the structure of management of social service institutions - 3% of the general population: 1) managers (employees) of the department of labor and social protection of the population - 50

462  
respondents; 2) heads of social protection and social services institutions - 50 respondents; 3) employees (social workers) of institutions of social protection and social services of the population - 100 respondents.

Respondents were asked to select the most important functions from the proposed list in order to determine the opinion of experts on the main functions of PR in a social protection institution (Fig. 1).

As can be seen from the diagram, the main functions and tasks of the PR-service in the institution of social protection of the population are: development of the concept of social advertising (43%), support of social communication with the public (as potential clients) - 39% and formation of a positive image of the institution in order to expand the sphere its impact (36% and 34% respectively). Experts consider media work and research (sociological surveys, focus groups, interviews, etc.) less important.



*Fig. 1. Main tasks of PR-service in social welfare institutions (several options could be selected)*

According to experts, the leading task of public relations in the social service is the development of concepts of social advertising and the formation of a positive image of the social service through an information campaign on social services.

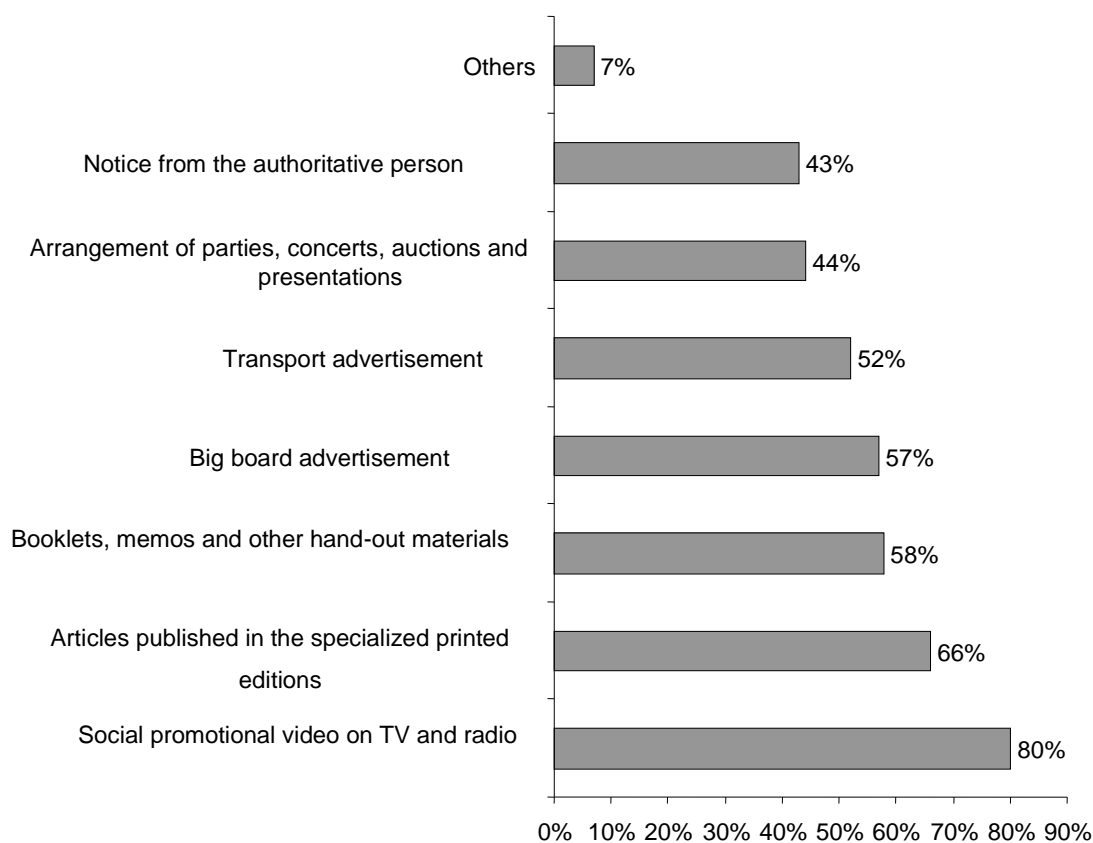
According to advertising experts, a social advertising campaign should be implemented by people who understand and care about this issue. The recruitment of professionals in the

advertising or PR market should be on a consultation basis and free of charge. Such caution in the approach is primarily due to the fact that such professionals have a high level of financial support and cannot fully "get into the topic." On the other hand, advertising agencies, especially large ones, can provide such services free of charge, hoping to enhance their image through the support of social initiatives.

An organized information campaign should be carefully planned within a well-defined budget and properly implemented. Establishing relations with the media and efforts to cover the activities of social organizations that are unsystematic and ill-considered, only in case of urgent

need, do not have a long-lasting effect and do not always have a positive effect on the image of the work.

The experts were asked to identify the most effective forms of submission of information on social services and social services (Fig. 2).



*Fig. 2. Leading forms of information and publicity campaign of social service institutions*

Thus, the experts consider more effective means of advertising the activities of social institutions as follows: the first place in the ranking is

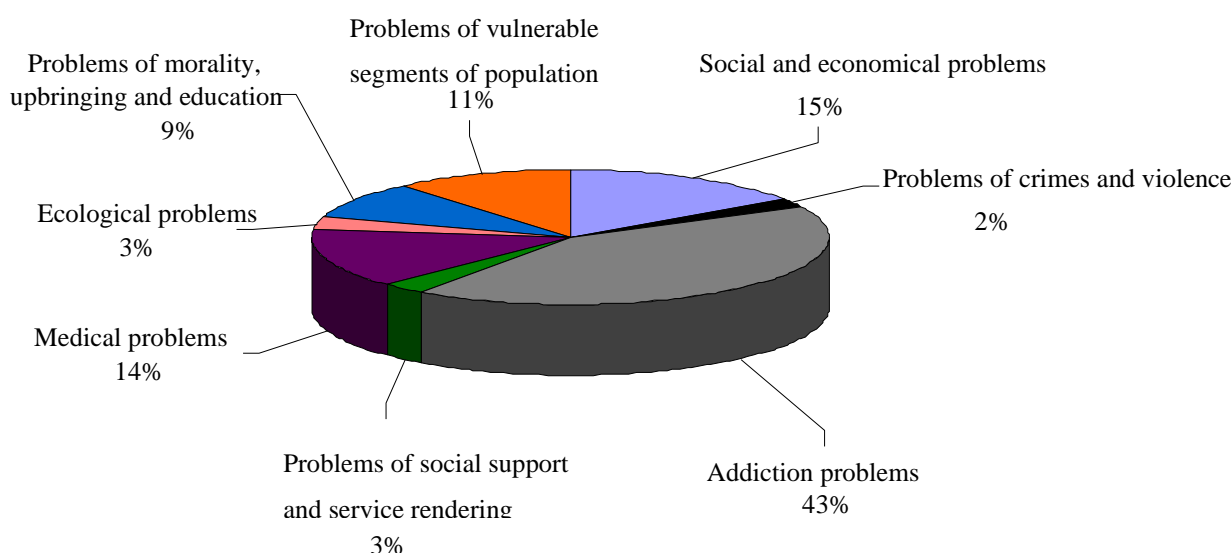
occupied by television and radio (80%), then referred to as articles in specialized (local print) publications (66%). Specialists in the third position carry out



the design of booklets, memos and other handouts (58%). And the organization of holidays, concerts, other events and performances of the organizers (44%) and messages from a reputable person (politician, famous singer, TV star) (43%) occupy rather high ratings, but they are not considered as the most influential forms of information submission. Thus, the results of the study show that when determining effective forms of submission of information on the activities of services that provide social services, professionals first of all highlight the demonstration of social

media on television and radio and publication of articles in print media, which involves the use of technologies of public relations.

To determine the actual content of social advertising, respondents were asked to answer an open-ended question: "In your opinion, what are the topical problems of our society should be covered in social advertising in the first place?". A total of 137 responses were received. Using the content analysis method, 8 semantic categories were identified (see Fig. 3).



*Fig. 3. The primary issues that should be covered in social advertising (results of content analysis)*

Consider in more detail the features of the selected semantic categories.

1. The problem of addiction (43% of all statements). This category is the largest and includes coverage and prevention of chemical dependencies. Among them: drug addiction (15.84%), alcoholism (15.65%), smoking (6.52%). These are the so-called "classic" social problems that are traditional for our society. Among the new forms of addiction, respondents point to computer games and dependence on social networks and the Internet. It should be noted that one third of all answers are related to youth addiction, which further complicates this problem.

2. Socio-economic problems (15% of answers). The main statements are: "unemployment", "pension problems", "employment", "fight against corruption", "rising prices", "lower wages and incomes".

3. Medical problems (14% of answers). This category includes a wide range of health care issues. AIDS is the first issue (half of the responses in this category). Another quarter of the answers are of a general nature, pointing

to the health care system in general. Other statements include: "sexually transmitted diseases", "infectious diseases", "health insurance" (which is of great importance in the development of social policy priorities).

4. Problems of vulnerable groups (11% of responses). 80% of all statements relate to the protection of children and childhood: orphaned children, homeless children, and child protection.

5. Problems of morality and education (9% of answers). Among the main statements are: "abortion", "upbringing of children and youth", "problems of education", "prostitution", "preservation of moral and ethical and cultural values".

6. Problems of providing social assistance and services (3% of answers). People are most concerned about the problems of insurance, information on providing social services, adoption of children. This semantic category is related to the informational aspect of social service, and therefore needs attention when designing specific marketing activities.

7. Problems of ecology (3% of answers).

8. Problems of violence and crime (2% of answers). This group of statements is primarily related to the prevention of domestic violence, which today is a pressing social problem that reflects the instability of the socio-economic situation in Ukraine (Prystupa et al., 2019).

### **Conclusions**

Therefore, the following conclusions can be drawn from the theoretical analysis and the results of the expert survey. First, it is substantiated that social marketing is an effective mechanism for managing social service institutions in the context of reforming the social protection system of the population in Ukraine, and public technology and social advertising are the leading technologies. Secondly, it is determined that the leading task of public relations in the social service is to develop concepts of social advertising and the formation of a positive image of the social service through an information and advertising campaign on social services. Thirdly, it has been found that the more effective means of advertising

467

the activities of social institutions are the following: advertising on television and radio; placement of articles in specialized (local printed) editions; booklets, memos, other handouts, and the main problems that should be covered in social advertising are: the problem of addiction, socio-economic problems, medical problems, problems of vulnerable sections of the population.

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