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MARKETING AS SOCIAL CONSTRUCTION OF REALITY



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ABSTRACT

The logic of social construction of reality is that society is viewed in its duality as an “objective” and a “subjective” reality. Berger and Luckmann viewed the key concepts externalization, objectivation, and internalization has been referred as moments in defining the Social Construction of Reality. This article tries to explain the relevance and significance of Marketing in the social construction of reality. The advertisement campaign by Tata Tea ‘Jaago Re’ meaning ‘wake up’ has played a vital role in constructing the social reality of political consciousness. It examines how the moments of a dialectical process is apt in constructing the social reality through marketing.

KEYWORDS: Product, Price, Place and Promotion.

INTRODUCTION

Marketing is about identifying and meeting human and social needs. It plays a vital role in the society. It is a social process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others. It performs its activities through the four Ps : product, price, place and promotion. It is evident, that marketing can be considered as social construction of Reality.

The social construction of reality has been explained from the sociology of knowledge approach by Berger and Luckmann. They focus on the “process by which any body of

knowledge comes to be socially as ‘ reality’. By reality construction they mean the process whereby people continuously create, through their actions and interactions,, a shared reality that is experienced as objectively factual and subjectively meaningful. They assume that reality is socially constructed system in which people bestow a certain order on everyday phenomena, a reality that has both subjective and objective elements. By subjective they mean that the reality is personally meaningful to the individual, byobjective they refer to the social order, or the institutional world, which they view as a human product.



Marketing play a vital role in constructing social reality of a product or phenomenon. It involves in satisfying customers' needs and wants. The task of any business is to deliver customer value at a profit which being socially responsible. Berger and Luckmann's describe the process of externalization, objectivation and internalization as "moments" of dialectical process to explain the social construction theory. To apply the social construction theory in marketing, let us analysis with a case of Tata Tea marketing. Tata Tea campaign has created social reality of voting, corruption, and gender equality. We can apply this to one of the advertisement of Tata tea to understand the marketing - The Social Construction of Reality.

EXTERNALIZATION

It means that individual create society. In the same way marketing creates awareness about their product or phenomenon through symbols, slogan, tag line, etc., This externalization has two dimensions, one is the human beings can create new social reality and, the other dimension is to recreate. In the same way the marketing can also create new social reality related to product or phenomenon and also recreate.

Tata Tea:-

Advertising is the tool used for marketing the products in the society. The main process of advertising is to inform, persuade, remain and reinforce about the knowledge of the product that is experienced factual and subjectively meaningful. The advertisement jaago Re meaning 'wake up' transformed tea from being a medium of physical and emotional awakening to a medium of social awakening and (ie, creating new social reality and to recreate). They have campaigned not only for political awareness, but also against corruption and promoting gender equality etc.

OBJECTIVATION

It means the society is an objective reality that has consequence for the individual because it acts back on its creator. Language plays a significant role. In the marketing aspect, the theme Jaago Re matched amongst the youngsters, it also helped Tata Tea to reach its scale. By propagating their theme during the 2009 elections campaign ensured that it addressed at least 720-780 million of people those above 18 eligible to vote.



The Tata group which is well known for its Corporate Citizenship is also playing a vital role in Indian Election Campaign. In order to spread the awareness about the importance of voting, the company promoted the following campaign.

A young boy stands in front of the cinema hall with a cup of tea and asks everyone 'aap so kyun rahe hai? (why are you sleeping?)' 'Chai peejiye' (Drink Tea) Everyone stares to him and one lady loses her temper and shouts back. The guy very coolly explains that on Election Day, if the people hadn't gone to vote they are still sleeping. The ad ends up with a message 'agar aap sote rahe to desh kaise jaagega' (If you are sleeping how the country will be awake).

INTERNALIZATION

There is a high degree of symmetry between both objective and subjective reality and objective and subjective identity. Everyone knows the social reality and what one is supposed to be. The advertisement informs and

teach the individuals about their product and as well as their responsibility to towards the society. From the above example one understand that Tata tea campaign not only from the product per se but also educates and encourage young people to vote and be responsible citizens of India. The ad ends up with a message “*agar aap sote rahe to desh kaise jaagega “ (If our are sleeping how the country will wake?)*. The social construction theory argues that whenever the individual engage in internalization, they are conforming to the expectations of existing social institution and they are also recreating that social institution. In this aspect the campaign which was created by Tata Tea tries to strengthen the political aspect by effective participation through voting.

To sum up Marketing is a social product, (externalization), Marketing is an objective reality (objectivation) and consumption is consumerism (internalization)

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