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**ROLE OF SOCIAL MARKETING IN SUSTAINABLE DEVELOPMENT  
OF GEOGRAPHICAL INDICATION PRODUCTS.**Nandini R G<sup>1</sup>, Safeer Pasha M<sup>2</sup><sup>1</sup>Research Scholar, Research Centre in Commerce, St Claret College, Bengaluru University, Bengaluru, India<sup>2</sup>Research Guide, Research Centre in Commerce, St Claret College, Bengaluru University, Bengaluru, India

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DOI: <https://doi.org/10.59415/mjacs.v3i3.272> | ARK: <https://n2t.net/ark:/26340/MJACS.v3i3.272>**Abstract**

Geographical Indication Products are Unique in terms of quality and characteristics. Using GI labelling also helps the local community preserve traditional artisan work. However, people are quite unaware of Geographical Indication Products. For the sustainability of eco-friendly desi products, social marketing will create the opportunity to reach a greater number of customers. In this paper, the author analyzes how social media channels contribute to raising awareness and provides recommendations for designing and executing an effective social marketing campaign. Review and analyze examples of effective social marketing campaigns and their contributions to promoting sustainable practices within the GI sector. The study depends on both primary and secondary data. SPSS Statistical tools and convenience sampling methods are used to collect and analyze the data. The findings are intended to support producers, marketers, and policymakers in developing and implementing effective strategies that align with sustainability goals and strengthen the market position of GI products.

**Keywords:** Social Marketing, Geographical Indication, Sustainability Development, Product**1. Introduction**

Social marketing means promoting goods through various social media to reach more customers. It also enhances awareness about the product's existence and influences more people to purchase the product. Effective social media marketing also positively affects consumer perception and behavior. In the present era, social marketing creates a dynamic platform to connect brands with consumers.

Sustainable development is essential for Geographical Indication Products, which are registered under the GI Act 1999. From the effect of 2003, India has started registering its first product, Darjeeling tea, India received a GI tag in 2004. Today, India stands in third Place in the number of registrations. GI-registered products are the pride of India, and we have to promote and sustain the name and fame for many years. Also, it's a real artisan work that is made by hand example, handloom sarees, craft work, etc. Some agricultural products are unique for a specific geographical location, such as nanjangoodu rasabale, Byadagi menasinakai. Manufactured goods are like Mysore sandal soap, food stuffs are Dharwada peda.

**2. Review of Literature**

(Wymer, 2011) In this paper author aims to explore the relationship between social marketing and public health. It also has the goal to improve the social marketing campaign outcomes by identifying upstream causes of social marketing. The paper employs a conceptual approach of social marketing. The study also found that many social marketing campaigns are poor in results. This paper proposes a model for strategic planning in social marketing.

(Key & Czaplewski, 2017) Here author discusses integrated marketing communication strategies using the Integrated Marketing Communication (IMC) approach. In this paper, targeting Upstream, Downstream, and Peripheral audiences. The study also found that small organisations showing less interest in promotional activities and the upstream audience are difficult to influence. Digital platforms provide a platform for two-way communications. Study found that research on the target audience enhances the campaign effectiveness and effective messaging; channel selections are crucial for success.

(Bowen & Zapata, 2009) This paper deals with Tequila's Geographical Indication product impact and discusses GI relationship with sustainability broadly. Basically, this GI was established in Mexico in the year 1974. Here study was conducted through semi-structured interviews with former and a workshop to evaluate ecological sustainability using the MESMIS framework. The study also highlights limitations of GI protection in rural development.

**(Lefebvre, 2011)** This paper explores the social marketing in developing and developed countries. Here author identifies differences in social marketing practices globally. The study also found that social marketing in developed countries focuses on products and services. It provides flexibility, and it addresses challenges like equity and sustainability in social marketing. The study also suggests collaboration among social marketers globally.

**(Dao Truong, 2014)** This paper reviews social marketing research from 1998 to 2012, 867 articles using the content analysis method. This study reveals that social marketing research has gained increasing attention over time; the majority of the research has been done by US and UK researchers. The study found that limited focus on upstream social marketing and the critical dimension. Qualitative methods dominate, but quantitative methods are increasing in use.

**(Valentina Burksiene , Jaroslav Dvorak and Mantas Duda,2019)** This paper analyzes the upstream social marketing for mobile government. Study proposes a marketing mix strategy based on 7p's. A Systematic literature review in MGOV and Social marketing. The study also found the advantages of MGOV for government. Here author reveals that the lack of empirical studies on MGOV Implementation and collaboration between the public and private sectors is crucial.

**(Rodriguez et al., 2020)** Here author focuses on examining sustainability in public healthcare organisations. This paper highlights the importance of upstream social marketing strategies. Study identifies sustainability principles in public hospitals. Funding for sustainability has improved, but is insufficient. In-depth interview, descriptive and comparative case study methodology, semi-inductive approach with judgmental sampling methods is used. Studies also suggest encouraging collaboration among public health care organisations for sustainability.

**(Donovan, 2011)** This paper addresses the myths in social marketing practices. The study also highlights misunderstandings by social marketing practitioners. This paper also suggests reviewing marketing history for a better understanding. Its emphasis collaboration over competition in social marketing.

**(Akbar, Foote, et al., 2022)** This paper discusses challenges and opportunities in social marketing. The interview method is used to collect the data, and Thematic analysis is used to interpret qualitative data. three themes of challenges are identified: branding, competition, and reach. The study also suggests taking immediate initiative towards poor branding

**(Akbar, Garnelo-Gomez, et al., 2022),** This paper identifies success factors in social marketing practices. Strong consumer research is crucial for understanding the target audience. Study found that limited scholarly research on the success factor in social marketing exists. This study also identified a gap in current social marketing knowledge. The study also suggests that rigorous research and pretesting intervention is essential. Collaboration planning methodologies enhance the intervention effectiveness.

**(Ross, 2013)** This paper highlights the innovative thinking in social marketing with a broader perspective. This paper used empirical and conceptual work in the special issue. Value co-creation concepts are critically analysed in social marketing. This paper suggests a focus on midstream social marketing.

### **3. Statement of the problem**

Geographical Indication products are recognized for their unique features, cultural heritage, and connections to specific geographical locations. GI products have their opportunities and challenges. We have to protect and promote sustainable practices. At the same time, consumers lack awareness of GI products. In the present trending era, consumer behavior is majorly influenced by promotion campaigns; however, this strategy may positively impact sustainable development. There is a need to study how social marketing campaigns influence consumer perception and promote sustainable production practices

### **4. Research questions**

- Does social marketing effectively increase consumer awareness?
- Which Social marketing tool is more effective?

## 5. Objective of the study

- To study consumer perception and awareness towards GI products
- To examine the impact of social marketing in preserving GI products

## 6. Methodology

This empirical research was conducted among consumers, using a survey method to collect data on the role of social marketing in the sustainable development of Geographical Indication Products through a questionnaire. A convenience sampling method was used to collect the data based on willingness to participate in the study. A few data points were also collected through the website, journal, and past research articles as a secondary source for the research.

### 6.1 Statistical tool

Descriptive frequency analysis is used to know consumer demographic information and awareness, perception of G.I. products. Correlation analysis is used to examine the relationship between promotion in social media marketing and its impact on the preservation of the GI product for sustainability.

### 6.2 Limitation of the study

- The sample size is too small to generalize the findings to the larger population.
- The study is restricted to GI Products awareness for sustainability.
- The collected response is restricted to Bangalore urban.

## 7. Analysis and interpretation

**Table 1: Gender ratio**

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	21	29.6	29.6	29.6
	Female	50	70.4	70.4	100.0
	Total	71	100.0	100.0	

The **table1** shows the distribution of gender in the sample of 71 respondents. Out of the total sample, 21 respondents (29.6.0%) identified as male, while 50 respondents (70.4.0%) identified as female.

**Table2: Age Distribution**

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	51	71.8	71.8	71.8
	25-34	14	19.7	19.7	91.5
	35-44	5	7.0	7.0	98.6
	45-54	1	1.4	1.4	100.0
	Total	71	100.0	100.0	

The **table2** shows the distribution of respondents according to their age. The study has 71 responses. Most participants (71.8%) fall in the age group of 18-24 years old. The second largest group (19.7%) are 25-34 age group. A smaller

percentage of participants from the age group of 35 and above.

**Table3: Distribution by Education**

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's Degree	48	67.6	67.6	67.6
	Master Degree	17	23.9	23.9	91.5
	Doctorate	3	4.2	4.2	95.8
	Other	3	4.2	4.2	100.0
	Total	71	100.0	100.0	

This **table3** shows the frequency and percentage distribution of responses to the question of education for a sample of 71 individuals. The majority of the respondents, 67.6% reported a Bachelor's Degree, while 23.9% reported a Master's Degree. Only a small percentage of respondents, 4.2% reported with a Doctorate, and others like ITI and research Scholar.

**Table4: Distribution by Occupation**

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	48	67.6	67.6	67.6
	Employed	19	26.8	26.8	94.4
	Self Employed	2	2.8	2.8	97.2
	Others	2	2.8	2.8	100.0
	Total	71	100.0	100.0	

The data in **table4** shows the distribution of occupation among the respondents. The majority of the respondents, 67.6% are students, followed by employed with 26.8%, and Self-employed with 2.8%, and Others with 2.8% each. This information can be used to understand the demographic profile of the sample

**Table5: Knowledge of Geographical Indication (GI) Products**

Have you ever heard of Geographical Indication (GI) products?					
Awareness					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	67	94.4	94.4	94.4
	No	4	5.6	5.6	100.0
	Total	71	100.0	100.0	

The above table5 indicates the awareness of Geographical Indication products. 94.4% of respondents are aware of GI Products. 5.6% of respondents are not at all aware of GI products. They are interested in knowing about it through various digital media platforms like social media.

**Table6: Knowledge of GI products vs non-GI products**

Do you believe that GI products are of higher quality compared to non-GI products?					
Perception					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	60	84.5	84.5	84.5
	No	11	15.5	15.5	100.0
	Total	71	100.0	100.0	

The above table6 indicates the awareness of Geographical Indication products. 84.5% of respondents have having positive perception of GI Products. 15.5% of respondents do not at all have a positive perception of GI products.

**Table7: Use of Digital Media**

Which types of digital media do you use regularly?					
Preference					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Online article/ Blog	19	26.8	26.8	26.8
	Social media post	27	38.0	38.0	64.8
	Workshop/seminar	14	19.7	19.7	84.5
	TV/radio	4	5.6	5.6	90.1
	Printed material	6	8.5	8.5	98.6
	Others	1	1.4	1.4	100.0
	Total	71	100.0	100.0	

Table7 shows that as per the response received from the questionnaire 38% consumers give first preference to social media posts to receive information about the GI Product. 26.8% respondents prefer Online articles/blogs, 19.7% of consumers give priority to workshops and seminars to know more about the GI product. 8.5% preference to printed material like newspapers and magazines. The least preference to TV/Radio media to spread the message among the population. 1.4% people have no clarity and therefore chose another option.

## 7.1 Analysing the relationship between social media marketing and Awareness

### Hypothesis:

- H1: There is a significant relationship between social media marketing and awareness.
- H0: There is no significant relationship between social media marketing and awareness.

**Table8: Correlations**

<b>Correlations</b>			
		Social media	Awareness
Social media	Pearson Correlation	1	-.405**
	Sig. (2-tailed)		.000
	N	97	71
Awareness	Pearson Correlation	-.405**	1
	Sig. (2-tailed)	.000	
	N	71	71
**. Correlation is significant at the 0.01 level (2-tailed).			

Here, the Significant value is .000, which is less than 0.005, reject the null hypothesis and accept the alternative hypothesis. Since significance is two-tailed, it's 99% of the possibility. The significance level is 1%. Correlation is 1 indication of the strength of the relationship  $r=1$ , which means there is a perfect positive correlation between social media marketing and Awareness.

## 7.2 Findings

- 94.4% of respondents have awareness of geographical indication products.
- 5.6% of respondents did not at all understand the Geographical Indication.
- 38% of consumers prefer social media to collect information about GI products. Digital media is moderately influential in shaping customer opinion about a product.
- Study found Pearson correlation that  $r=1$ , there is a strong positive relationship between social media marketing and awareness, with a significant level is 0.01%.

## 7.3 Suggestions

- To reach more customers, producers and policymakers can focus more on digital marketing, as 38% of customers rely on social media for information.
- Although awareness is high (94.4%), a small segment (5.6%) still lacks understanding. Local workshops and exhibitions can be used to reach less digitally connected consumers.
- GI logos, certification markings, and stories about origin and cultural history should be highlighted in campaigns to avoid confusion and stop counterfeit goods.
- Collaborating with influencers, food bloggers, and craft promoters can help expand awareness among youth.

## 8. Conclusion

The study comes to the conclusion that social media marketing plays a vital role in raising awareness and protecting Geographical Indication Products. Social media marketing and consumer awareness have a strong positive association ( $r = 1$ ,  $p < 0.01$ ) and 94.4% awareness levels, demonstrating the effectiveness of digital platforms in maintaining GI products. However, in order to achieve sustainable development, campaigns must move beyond awareness to fostering consumer trust, authenticity, and long-term loyalty. In addition to preserving cultural history, bolstering social marketing tactics through internet platforms, local outreach, and producer empowerment will support GI communities' social and economic survival.

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