

Do societal marketing contributes beneficially for the betterment of the Pakistani customer?

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Do societal marketing contributes beneficially for the betterment of the Pakistani customer?

By Muhammad Ali Abid

Do societal marketing contributes beneficially for the betterment of the Pakistani customer? by Muhammad Ali Abid

Let's first define that what societal marketing is:

"Societal marketing blends social, company and customers wants."

The modern time is the time of information, peoples are more aware of sensitive issues which the earlier generations did not know, like shortage of resources, health issues, environmental deterioration.

And the reason of this well learned society is ubiquity of information, through the means of electronic media and print media, and internet now is playing very important part in providing up to date information at the rate of just one click.

So this generation have developed the ability to judge any marketing strategy, whether it is correct or not?

Is Societal marketing contributing for the betterment of Pakistani consumers?

Trend of societal marketing is growing rapidly by the time. Many multinational companies are adopting this marketing philosophy to get the attention of well learned customers of the society and to educate normal citizen.

Societal marketing sidesteps the potential conflict between customer wants, company interests and long run societal welfare.

For example:

- Proctor & Gamble Pakistan has introduced the brand of fat free oil to prevent the growing ratio of heart disease.
- Various automobile manufacturers are focusing more on producing CNG cars that is not only

Do societal marketing contributes beneficially for the betterment of the Pakistani customer?

environmental friendly but it is also very economical. So this trend is getting popular very quickly. One can verify it by observing the increasing number of CNG stations.

·There are various companies that are favoring the use of recycled paper to aid more life to trees.

But, Pakistan is an under develop country, there are 35% Pakistani's that are living below the poverty line,

Availability of Clean water, High Standard Education, Pollution are the big concerns for Pakistan consumers.

·White collar person in Pakistani society can not buy a bottle of mineral water for its supper unless it is in his economical range.

·Virtual University could not be successful if it had a same fee criteria as that of others institutions.

·People would not use CNG cars if it was expansive.

Conclusion:

From Pakistani consumers' point of view, I have come to the conclusion that any marketing strategy, regardless of how beneficent it can be for the betterment of human life, cannot appeal Pakistani customers, unless it is economical.

Pakistanis' future in US

By Syed Asad Ali Zaidi

Pakistanis' future in US by Syed Asad Ali Zaidi

Pakistanis' future in US

Of late, Pakistani society in the US is going through a lot of soul searching to identify a strategy for our future in this country. We are gradually working towards understanding the subtleties of American culture.

Generally, these values are acceptable to the Pakistani–American society. We value the diversity and the plurality of opinions that is embedded, in an immigrant community.

The Pakistani–Americans form an industrious community having a positive attitude towards American society. We have always worked for the betterment of our host country. We volunteer our time in promoting general welfare. Being highly qualified in the areas of science and technology, we are successful in various professions.

Having strong work ethics, we are respected in the business world as well. All this makes a sound foundation for a successful immigrant society. Our future depends on our continued strength, which

Do societal marketing contributes beneficially for the betterment of the Pakistani customer?

lies in the ingrained values that we have accumulated over the years. Strategically our future is intertwined with that of the American society. We should continue our future generations to be adequately educated in areas of science and technology.

This strategic path will bring most of us into the mainstream of Americana. Our future in the United States also depends on how we continue interacting with the society at large.

im belong to syed family and im now studing in karachi university in computer science department



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!