

# Analyzing the role of public sector marketing in improving social effectiveness: a case study from Anhui province, China

Ahmad Nawaz Zaheer<sup>1</sup> · Audil Rashid<sup>2</sup>

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**Abstract** The importance of public sector marketing in bridging the gap between society and government cannot be overemphasized. There exists an intricate link between public sector marketing and social effectiveness however, within public sector this relationship has rarely been analyzed. Whether social effectiveness can be a useful tool to maximize benefits of public sector marketing, a study was designed to test the hypothesis and investigate the factors responsible for enhancing the social effectiveness in some major organizations of Anhui province of China. Our results show that good organization within public sector has most significant contribution in improving social effectiveness ( $\beta=0.30, p<0.05$ ) followed by culture ( $\beta=0.27, p<0.05$ ). The other key influencing factors emerged in our study with positive impact on social effectiveness includes management ( $\beta=0.22, p<0.05$ ) and information ( $\beta=0.19, p<0.05$ ). It appears that provincial government of Anhui has developed a great deal of sense in realizing the role of public sector marketing as an effective tool to cater the needs of general public. Moreover, there is a definite direction and policy guideline available for public sector organizations to focus on social effectiveness. That was the prime reason organizations surveyed in this study have shown excellent discipline, harmony and culture of conducive working environment to perform professional responsibilities. Our study has therefore provides valuable insight that how government performs its role towards society integration and social effectiveness within the domain of public sector marketing.

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✉ Ahmad Nawaz Zaheer  
anzaheer@mail.ustc.edu.cn

<sup>1</sup> School of Public Affairs, University of Science and Technology of China, Hefei 230026 Anhui, China

<sup>2</sup> Department of Environmental Sciences, PMAS Arid Agriculture University, Rawalpindi 46000, Pakistan

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## 1 Introduction

The boom of public offerings and their escalating position within the social development are real confronted for the science of marketing. The vital role of Public sector enterprise's can't be overemphasized due to strongly related with civil society, so as to conquer the social needs the public sector ought to do an awful lot greater attempt to satisfy the desires. To preserve those hyperlinks, it is important that public establishments to end up commonly acknowledged because of numerous capabilities, constructive photo and services adapted to consumer wishes. Those goals may be executed via enforcing marketing inside public activities. The flows of financial improvement, socio cultural evolution and globalization have realized numerous adjustments in the association and administration of public sector over late years. Especially recognizable is a significant increment in mindfulness and requests of society for public establishment, constraining such association to change their goals, move far from their vigorously bureaucratic way to deal with organization and spotlight on enhancing the nature of administration. Public sector organization in numerous nations progressively perceives the requirement for nonstop quality change of the administrations gave and a perpetually fast reaction to the development need and request of citizens or customer. Extensively talking, there is currently a need to oversee consumer loyalty even with a difficulty; the prerequisite to give administration at the largest amount whilst in the meantime confronting to cut government consumption.

### 1.1 Public sector marketing

Marketing is at defining moment. Levitt (1975) composed Marketing Myopia, it had been a vital capacity of strategic management, from that point, another field of marketing began progress at such pace and public sector marketing has come to a critical historic point in its development. The term "Public Sector" here refers to all public sector organization (both trading and non profit). More or less, the concepts of marketing is translated in two diverse however correlative ways. In the first and most far reaching meaning (Meffert et al. 2008) the accentuation is on the administrative dimension, with exceptional center being devoted to the assignments that an organization must satisfy to guarantee long haul accomplishment with target groups. The second and more detailed meaning (Kotler et al. 2004) is worried with the capacity of marketing and spotlights on the ideas of exchange and relationship as these happen between an organization and those people and groups who look to fulfill their needs. Similarly, (Pasquier and Villeneuve 2012) have discussed that public sector marketing tries to articulate and propose measures in regards to the exchange and acquaintances happening between a government organization and people, group of individual, organization or communities regarding the solicitation for and execution of public situated errands and services . A field that meant to utilize marketing practices as a tool for taking care of a heap of societal issues. For the last 50 years public sector marketing methods have demonstrated effective at encouraging socially ideal conduct changes, crosswise over social, financial, and geographic limits. In this manner, it is not shocking that in an inexorably focused

“new world” for public sector organization, social marketing strategies are seen as an essential instrument for sustaining important societal change (Lee et al. 2005). On the other hand, late monetary movements are making the utilization and administration of such practices more confounded. (Kotler and Zaltman 1971) built up the hypothetical and viable establishments for another field of public sector marketing study. Various researchers contended and highlight the significance of marketing and the difficulties associated with using public sector marketing practices to meet societal needs. In late 1960s, (Kotler and Levy 1969) contended that public sector marketing is not only a business capacity; it is somewhat a substantial capacity for non-business association too. All associations have marketing issues and they have to understand marketing (Kotler and Levy 1969). Besides numerous scholastic marketers censured this and guaranteed that marketing appeared well and good just in benefit situated endeavors. Later on, numerous marketing professors considered the thought fortifying and without essentially concurring that it was substantial, started to study and analysis with it.

(Luck 1969) portrayed that for positive part and reason for marketing lead to those marketing cliffs when could be received to upgrade and advance socially profited practices. (Sweeney 1972) talked about that utilizing a routine marketing way to deal with the quest for socially helpful conduct change results did not so much speak to the best. Sweeney (1972) talked about that customary promoting approach did not demonstrated a critical effect on the behavioral change of the customers. (Cousins 1990) has talked about briefly that amid the mid 1990s, a large portion of the European nations effectively rehearsed and embrace the marketing practice in their operation and they likewise recognized this idea that the citizen as customer. Public sector organizations comprehend marketing as part of the achievement of their operations since they are “social accomplice” and “social advertisers” and fruitful public sector marketing assumes a significant part in upgrading the effect of their work. Rosenthal (1995); Rekenkamer (1997); (Chapman and Cowdell 1998) have discussed that customer orientation is also that important employ of marketing tools. Severijnen and ter Braak (1992) highlighted that in public sector “marketing surveys” which help the government to assess citizen’s needs, also an important use of marketing strategies, market surveys through city panels to assess citizens’ needs (Severijnen and ter Braak 1992), communicative governance (Damoiseaux 1991) and social marketing to promote certain social objectives (Kotler and Roberto 1989) . Further Kotler and Roberto (1989) have also highlighted the use of marketing strategies in public sector and documented that social marketing can always promote the social objectives.

It is regularly assumed that people in public sector devours an awesome amount of money, is wasteful, and does not have an expert methodology. This is normally ascribed to bureaucratic and unified structures, and also wasteful administration and staff. It is normally expected that privatizing these associations and presenting proficient administration will take care of the issues (Andreasen 1994). In numerous nations around the globe there is a movement to privatization and deregulation in numerous business sectors. This movement expects advantages are acquired to the clients terms of lower costs and more extensive scopes of administrations. Upgrades in execution because of deregulation or privatization can be clarified by the utilization of new administration styles and strategies that are needed and in addition changes in authoritative productivity and outline. (Kohli and Jaworski 1990) backing these discoveries asserting that a business introduction that is received as an aftereffect of this change are

to a great extent helped by top administration support, interdepartmental connections and the structure of the association itself. Recognizing the significance of appropriately overseeing public sector marketing endeavors, numerous researchers and specialists started concentrating on the ways the field could look to the private area for experiences with respect to how to expand the capability of marketing strategies. Merritt et al. (2009) clarified that this sort of reflection got to be fundamental in light of the fact that the field had lost concentrate on the constraints of singularly utilizing instructive messages to propagate socially gainful practices. In the scholastic field, the actuation of marketing in public sector is another new practice and has diverse translation. Li and Ge (2002) has talked about Governmental marketing as: “*Government marketing is a whole process based on public demand and it is used to satisfy the public by using various marketing tools*”.

According to Madill (1998) there are four major form of marketing exist in the public sector as follows.

**Marketing of Products and Services:** Public sector offer their item and administrations some time for nothing out of pocket and for charge. For this marketing is not all that divergent with the private sector. Some public sector are acquainted with the advancement and alternate Ps of advertising.

**Social Marketing:** As indicated by Philip Kotler and Gerald Zaltman, social marketing is the outline, usage, and control of projects ascertained to impact the agreeableness of social thoughts and including contemplations of product, planning, pricing, communication, distribution, and marketing research.

**Policy Marketing:** This kind of marketing involves crusades to persuade particular divisions of society to acknowledge strategies or new enactment.

**De marketing:** “Try not to Use Our Programs” marketing calls for campaigns that are dispatched by public sector to exhort or convince focused on gatherings not to utilize programs that have been accessible to them previously.

Andreasen and Kotler (2003) clarified how social marketing’s climb into “ahead of schedule development” makes it imperative for specialists to investigate the crossing point between the field’s practices and the lessons gained from others. Accordingly, inspecting the issues not-for-profit associations have experienced helps social marketers of numerous types figure out how to keep away from these pitfalls and improve the future adequacy of their work (Sargeant 1999). Adrian Sargeant, a renowned figure in the field of nonprofit marketing states “*mangers in government over the past few decades have been transformed from administrators and custodians of resources to accountable managers with greater delegated authority. This notion of accountability is significant since public service managers are increasingly being held accountable to the public. The notion of delegated authority is important because it provides managers increasing opportunities to match service provision with the need of ‘customer’ in their area. This new-found freedom and flexibility has required public sector mangers to learn and practice a range of new marketing skills*”.

The fancied results of public sector marketing are aspiring; the offerings are more perplexing, interest is differing, the objective gatherings are testing, the vital contribution of end client is more noteworthy, and rivalry is more fluctuated. Public sector marketing is a valuable system for arranging, a structure that social marketers can connect with different methodologies when the territorial, national and neighborhood

issues have turned out to be more discriminating. Public sector marketing can be connected in an assortment of distinctive field, for example, environment, and financial aspects and in addition in educational fields. Figure 1 below explains the short term and long term changes due to public sector marketing which has also been documented by (Levy and Zaltman 1975).

### 1.2 Public sector marketing in China

China entered the new century with new technology of top management and the mode of governance is present process subtle modifications. With the promotion of the “human-centered” precept and “scientific view of development”, the preceding obesity with economic growth gave way to a systematic technique to balance monetary and social improvement, emphasizing public and human offerings so that it will attain sustainable development and construction of “a society in harmony” (Zhou 2006). China is now a dominant monetary strength; having improvements in get entry to and fee of simple public provisions, reduction inside the level and scale of poverty. Public sector reforms in China were commenced in 1978, but 1992 became the inflection point. Early in these years, one of the leaders Deng Xiaoping, in his speeches proposed to boost up the reform process. Later that year, the Fourteenth countrywide National Congress of the Communist Party of China confirmed the established order of a socialist market economy because the county’s monetary gadget reform goal putting China on the course of a becoming a transitioning market financial system. Lately, the eye of public sector agencies is increasingly interested in the final results of public zone advertising and marketing. At gift, public sector marketing could be very useful to address the demanding situations like environmental destruction, herbal assets shortage, starvation and poverty and the inadequate social services; the contribution of advertising is never-ending. Naughton (2006) clarified the three element of China’s experience: the size of China and potential outcomes offered by huge inside market; the rise of new industry in light of work escalated improvement after a time of state communism in light of capital concentrated advancement; and the upkeep and rebuilding of China’s various leveled tyrant framework (Chen and Goodman 2012).

The new concept of public sector marketing in China related researches are very less. But some authors suggested that some counter measures from the macroscopic perspective and recommended that the government should improve their marketing

	<b>Micro level</b>	<b>Group level</b>	<b>Macro level</b>
	<b>Individual</b>	<b>Organization</b>	<b>Society</b>
Short term change	Behavior change	Change in norms (Administrative Change)	Policy change
Long term change	Life style change	Organizational Change	Socio cultural Evolution

**Fig. 1** Types of social change by time and level of society. Source: adapted from Sidney Levy and Gerald Zaltman, 1975. Marketing, society and conflict. Prentice Hall

ability from a different perspective. Li (2013) has suggested that the rising of new public management theory launched a campaign of the government reconstruction in the last two decades. According to them the view of using public sector marketing to replace the bureaucratic system, and establishing an entrepreneurial government is to become the dominant view on reinventing government. Further they discussed Culture and management role in their study for creating a role in the public sector marketing. Government Marketing is derived from this point of view. The author brings about an idea that the government value lies in the realization of public value, which is between the government and the public relationships. Based on the positive incentives and game of public and private value, the ultimate goal of the government marketing is to achieve the maximum public value exactly and social effectiveness (Li 2013).

Zhu and Li (2010) discussed that we know, the city which has economical and political effects in the world wide is known as international business center city, and government marketing has played an irreplaceable role in the development of this kind of city. In their study they summed up some of well - known international trade center cities: New York, London, Singapore, Hong Kong, Tokyo etc., by analyzing their actual cases of government marketing towards society integration, and gave some suggestions for the government marketing of Beijing which devoted himself in building international business city.

Li and Li (2015) commented that because of the suspicion of the two basic theories (the bureaucracy theory and the method dividing administration apart from politics) supporting the traditional public theory increasingly, and the broadening gap between private sector's efficiency and public sector's, and the broadcasted technology, which is characterized by the Internet tec., public administration (normally saying the traditional public theory) have been facing to the arguments from public management. Within the public management, the most important content is the introduction about tools and concepts improving efficiency from private sector to public sector, and the core value is the orientation towards consumer demand. Surrounding this phenomenon, those tools, such performance management, project accountant and for instance, are introduced to public sector, while those concepts, such strategic management, external administration and so on, are brought to public realm as well. The welcoming outcomes are exhibited in our world. Recently, the government marketing is stepping into the eyes of public practitioners and researchers.

Lin and Chen (2013) articulated that under the new environment of public administration at home and abroad, the government public service capacity is facing new challenges. In order to make Chinese government has a better communication with the public, to meet the public demand, then establish a good image of the government, their study started with the basic theory and the background of political marketing, followed by analyzing the current situation and problems of political marketing in China, they proposed some strategies for the government, such as the study of political marketing should be strengthened, establish an effective political marketing management and evaluation system, for the integration of the society. Chen and Tang (2014) discussed that as a kind of international practice, government marketing is of practical significance to the reparation of market's out of order and the promotion of regional economy. Governments of those cities in Guangxi Beibu Gulf Economic Zone have already made some efforts in marketing and have

obtained certain achievements, but still they are facing some problems. Therefore, to improve the government's marketing in these areas, relevant measures should be taken: the governments here should first strengthen their sense of government marketing, cultivate professional marketing talents and integrate marketing resources; second, learn from the experience of developed regions to improve their way of marketing; third, scientifically find out the key projects and attach most of their efforts upon. Li and Ge (2002), using the Ningbo's government as an example and discussed about the city marketing.

Gerth (2010) in his book "*As China Goes, So Goes the World*" provides valuable insight about consumer choices and behavior in China and their implications to Chinese and Western businesses operating in China. While the Western human race have become increasingly worried about China's competition for line in the manufacturing industry and energy resources, they have failed to notice an even more serious fact: China's rapid development of the American-style consumer culture, which is revolutionizing the lives of hundreds of one thousand of Chinese, will have the potential to reshape the world. It is reasonable to say that marketing in China will create unlimited challenge but also opportunity to the world vendor (Zaheer et al. 2015a and 2015b).

### 1.3 Social effectiveness

The expression "social effectiveness" is an unrestrained; umbrella term that catches various develops with diverse marks that mirror the fundamental ability to cooperate socially at work and compelling ways. Social association is basic to traversing life, as we all adequacy in public sector organizations. Social effectiveness is not a new term or concept. It's been around for a long time, particularly in the business world, where people have long recognized that in order to experience success, a person needs to have the opportunity and ability to be socially effective. We believe that if public sector organizations keep social effectiveness as their overall goal for solving the social problems and working with others, that it will give renewed focus for all the strategies that may employ. Social effectiveness is a set of procedure of assessing every individual in an association to distinguish their setting, accessible techniques, and reactions, making important adjustments, and sharing pertinent data about the social connection, so as to guarantee that everybody in the collaboration has an open door be socially compelling. At the end of the day, it accentuates the significance of not just understanding who the lightweights or heavyweights are in a given social association, additionally of venturing into give important data and backings keeping in mind the end goal to give everybody an equivalent chance to experience social achievement. The capacity to successfully read, comprehend and control social communication has been of enthusiasm to behavioral researcher for a long while. The social effectiveness build can be built as a to some degree general classification including various particular undertaking that convey diverse names. These names incorporate social skills, social competence, political skills, sociopolitical insight and social self viability. Argyle



(1969) proposed that social ability is reflected in the successful activity of influence, clarification, and other impact systems which uncover the capacity to control others. Schneider et al. (1996) initially characterized that social competence as: “*Socially effective behavior and its cognitive, effective, and co native antecedents. Socially effective behavior is behavior that is instrumental in helping people achieve personal goals that are social in nature*”. Mintzberg (1983) discussed the political skills which he alluded to as practicing impact viably through influence, control, and transaction. Jackall (1989) verifiably made reference to political skills in his talk of the significance style in administrative viability, and he depicted administrators as “good actors” whereby try to practice control the reaction, practices, and sentiments of others and to do as such with credibility. Hogan and Hogan (2002) talked about the sociopolitical insight to reflect summed up part taking capacity (i.e., which they contended as the establishment of social abilities), which they recommended contains attitude segment and an aptitude segment. “The dispositional component concerns trying to put oneself in another person’s place and trying to think about how that person sees the world-including how that person sees you”(p.79). Bandura (1997) examined that self efficacy and inferred that such viability convictions can make reference to a wide range of circles of life. Social self adequacy is a social viability develop that includes one's convictions about their adequacy in social interactions, which then structure the way they translate the results of their social connections.

In make believe to attain the objectives regarding social effectiveness and responsibility the public sector organizations should adopt the marketing concepts in their operations (Caruana et al. 1997) which means that they necessitate to adopt the marketing concept lucratively (Caruana et al. 2003). The marketing by the public sector can show the way also to an improved recital and there are studies whose results confirm a positive relationship between market direction and overall feat of public services organizations (Caruana et al. 1998; Cervera et al. 2001; Kara et al. 2004). Marketing is constructive to public sector both in creating a faithful customer (citizens) base and attracting new ones, and for positioning in a new market. Its benefits can be underlined when it comes about internal clients and partners and also in the pricing policy and the mix of services provided and bridging the gap between society and government (Day et al. 1998).

## 2 Research variables

(Mintz et al. 2006) briefly discussed the public sector marketing. In his article “*The Case for Marketing in the Public Sector*” he explained the various factors that can gauge the marketing level in any public sector organization. Besides the above mentioned article, an in depth study of already published work, we were able to develop the target variables which were being measured with five-level Likert scales as follows.

### 2.1 Social effectiveness (dependent variable)

This variable shows the course of action which mirrors the fundamental ability to cooperate socially at work and compelling ways. Public sector marketing is a way when the government trying to satisfy the need of customer and to solve their social



problems this social effectiveness generate the sense of responsibilities among all the citizens to behave socially and in effective ways. This variable depends upon the various factors like the actions and activities from the public sector organization toward society integration.

## **2.2 Culture**

This variable clarifies and gets to the culture of the association in public sector all the more particularly with respect to marketing activities. It clarify that the senior administration's commonality of marketing and duties, their comprehension of marketing and organize the client (Citizens). The administrations within the organization give attention to the standard regard for create most recent and additionally best ways to deal with serve the client.

## **2.3 Organization**

This variable communicates the association by general obligation to complete marketing movement. It demonstrates the particular marketing position which is mindful to complete marketing exercises and comprehension marketing administration with their heads. It portrays the relationship between marketing staff and operational staff furthermore demonstrates the vicinity of the marketing capacity.

## **2.4 Management**

Keeping in mind the end goal to develop new products and service, there is a characterized process in executing high esteem thoughts, conveying the estimation products and service, association with partners in conveyance and sensible expense according to utilization not to simply cost-recuperation. Partners' experience is likewise considered to guarantee the consistency among services delivery channel.

## **2.5 Information**

This variable shows the marketing information and estimation with respect to marketing activities by the public sector. It demonstrates the hierarchical marketing capacities which are utilized to fulfill marketing research to get to and conveys propelled value to the citizens. Estimation results which are energetically use to sort the ranges of upgrades and to get to the component of marketing mix. It additionally comprises on procedures set up to quantify marketing result against expressed goal.

## **3 Research question and hypotheses**

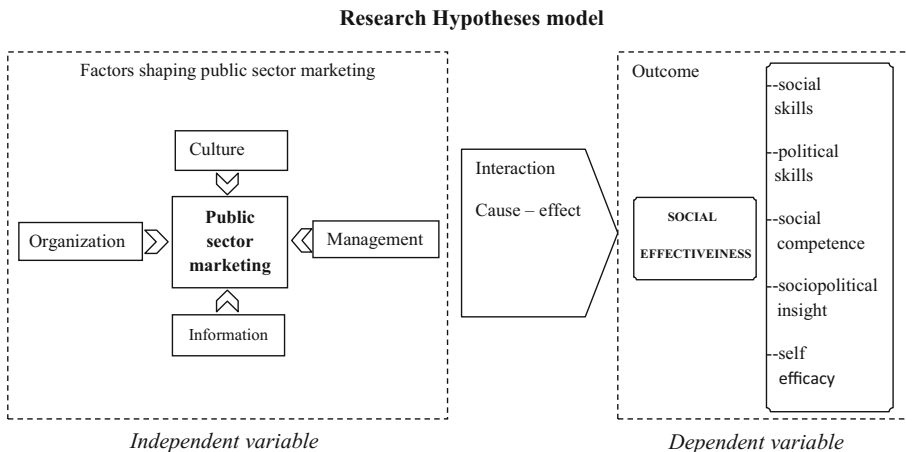
The overall literature showed that public sector marketing plays a very important role while satisfying the needs of customer (citizens). On this topic the related literature is very less in China although the practices are visible from the public sector. After studying the research variable and previous literature we were able to formulate the following research question and hypotheses to meet the objective of the study. Guided by the following

research questions we will discuss the relationship of the target variable and also describes the improving in the social effectiveness because of those independent variables.

1. Are the factors (culture, organization, management, information) responsible for public sector marketing improving the social effectiveness?
2. What is the relationship between the factors that lead to marketing in public sector and as well as the social effectiveness?

### 3.1 Hypotheses

Interaction between key ingredients of public sector marketing (culture, organization, management and information) can serve as controlling mechanism for enhancing social effectiveness.



## 4 Research methodology

In this study we applied Multiple Linear Regression Model to sort out the degree of dependency of our dependent/Response variable.

$$Y_i = \beta_0 + \beta_j X_j + \omega_k$$

$$i = 1, 2$$

$$j = 1, 2, 3, \dots, 7$$

We can also write it as

$$Y_i = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \omega_k$$

Here  $Y_i$  is the dependent variable and  $Y_1$  represents the Social Effectiveness resulting from the marketing activities from the Chinese public. Culture, Organization, Management and information are our independent variables.

## 5 Survey methodology

To identify whether public sector marketing in China improve the social effectiveness, respondents were asked during survey to indicate the extent of their opinion with several statements. All items were related to various aspects of their organization and their approach to the marketing management. The survey items examined the presence or absence of best marketing practices effect on social effectiveness from the public sector marketing. A total of 300 questionnaires were distributed in two different cities of Anhui province, China. Out of these, 225 samples were successfully collected.

## 6 Research results

Following results explained the relationship of social effectiveness with culture, management, organization and information which are the important factors in order to support the public sector marketing activities and their relationship toward social effectiveness.

## 7 Major findings and discussions

The most contrasting interactive effect of four key public sector marketing factors on social effectiveness was positive relationship between the former ‘independent variables’ and the latter taken as dependent variable. Although social effectiveness has noteworthy positive association with culture, management, organization but they vary in magnitude and significance in which they influence. Our regression results show that social effectiveness has positive relationship with the culture that prevails in the public sector organization ( $\beta = .279, p = .003$ ). We have observed that culture of the public sector organization is prerequisite for creative work and more specifically supports to conduct meaningful marketing activities. It appears that management’s familiarity of marketing and commitments, understanding of marketing and prioritized the customer as citizens. Findings of this study show that Chinese public sector is aggressive in culture to carry out the marketing activities and supports the social effectiveness as emerging outcome of marketing. Regression analysis presented in Table 3 has further confirmed a positive relationship between social effectiveness and management of the public sector organization ( $\beta = .223, p = .026$ ). Management in this study explained the defined processes to identify and develop new products and services, execution of high value ideas, communicate the value of offerings, relationship with stakeholders for delivering products and services, reasonable fee as per usage not for the sake of cost recovery. We have observed that Chinese public sector is at challenging and high place that the management which is having important role to carry out the marketing

**Table 1** Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.968	.936	.935	1.009

**Table 2** ANOVA

Model	Sum of squares	df	Mean square	F	Sig.
Regression	3309.799	4	827.450	812.014	.000
Residual	225.201	221	1.019		
Total	3535.000	225			

activities and supports the resulting outcome which social effectiveness from marketing and highly significant factor (Table 3). In addition, social effectiveness appeared to have a strong relationship with the organization in Chinese public sector ( $\beta=.304$ ,  $p=000$ ) (Table 3). In this study organization in public sector which is having the responsibility to conduct the marketing. It indicates the marketing position to conduct those marketing activities in order to meet the citizen's needs. It also reflects the relationship and understating between the staff and management to indicate the presence of marketing functions. Our results further demonstrate that social effectiveness can bring rational changes within Chinese public sector organization by identifying suitable marketing direction. This observation supports our hypothesis and points out that by emphasizing on organization and culture not only a proper marketing direction can be identified in public sectors but also social effectiveness and harmony can be created in Chinese society. Among other noticeable factors, social effectiveness showed strong relationship with the information used in order to conduct the marketing activities in Chinese public sector ( $\beta=.192$ ,  $p=.037$ ) (Table 3). Here in this study information indicates the marketing information and measurements regarding marketing activities by the public sector. It indicates the organizational marketing capabilities which are used to accomplish marketing research to access and deliver highly advance value to the citizens. The information derived in this context is helpful to measure the results needed to categorize the area of improvement and to access element of marketing mix. It also suggests some processes in place to measure social effectiveness against stated objective. Our results have clearly stated that the information which really matters for the outcome of marketing activities is highly significant with social effectiveness. The main reason of this achievement is that Chinese public sector has

**Table 3** Coefficients

Model	Un-standardized coefficients		Standardized coefficients	t	Sig.
	B	Std. Error			
Culture	.274	.091	.279	3.018	.003
Information	.195	.093	.192	2.103	.037
Management	.228	.102	.223	2.240	.026
Organization	.434	.051	.304	8.536	.000

Significant value at  $P < 0.05$

Dependent variable: Social Effectiveness

Independent variables: Culture, Information, Management, Organization

closely looked the needs of the citizen and come up with the new strategies to achieve the goal of social effectiveness.

(Buurma 2001) documented and raised this question that to what extent public sector marketing is helpful in improving social effectiveness. Further analyses from this study enable us to show that public sector marketing has improved the social effectiveness in many ways. The results presented here not only demonstrate the crucial role of public sector marketing in real terms for improving social effectiveness but also provides concrete evidence that over a period of several years marketing concept in Anhui province has become well organized and reflects true aspirations of government offerings to improve social behavior in society. The consequences of our study obviously explore the elements in charge of improving the social effectiveness in some major organizations of Anui province of China. In addition, there is a distinct bearing and strategy rule accessible for public sector organizations to concentrate on social effectiveness. That was the prime reason organizations overviewed in this study have demonstrated brilliant train, amicability and culture of helpful workplace to perform capable commitments. Our study has indicated beneficial comprehension that how government performs its part towards society welfare and social effectiveness within the domain of public sector marketing.

## 8 Conclusion

Our study has provided explicit evidence for China's public sector transformation from business supervision role to meaningful integration of marketing into enhancement of people's livelihood and social effectiveness. These two ingredients has transformed overall China's economy particularly in Anhui province, a rational change is observed where government has much emphasis on formulating strategies to bring public well fare as their priority. Current directions of the government by considering the needs of people in public sector associations have brought strong focus on the public sector marketing. Other provinces of China, are also witnessing the similar trend and gaining huge support from population to maximize the benefits of public sector marketing. We therefore conclude that a profitable understanding of government's part towards society incorporation and social adequacy inside of the space of public sector marketing has an ardent edge for Chinese government. Official from public sector has realized that marketing is extremely helpful in this age to manage the social difficulties. At present people in public sector marketing following an approach to polarize the consideration of directors in the public sector of China. We believe that public sector marketing play key roles for enhancing the social effectiveness and we have tried to advance the level of understanding of these important phenomena, and propose future directions for research. It is assumed that this scholastic effort will take this area forward and develop a more informed understanding of the roles that public sector marketing plays in organizations. In addition, we argue that further research is inevitable to include more components that can gage the social effectiveness associated with public sector marketing out in the public sector of China and to evaluate facts discovered in this study.

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