

NON-COMMERCIAL & COMMERCIAL MARKETING: A REVIEW OF STUDIES

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ABSTRACT

Non-commercial Marketing is sponsored by or for a charitable organisation, civic group, religious or political organisation, or other non-commercial organisation. Many non-commercial marketers are looking for money and have placed advertisements in the hopes of raising revenue. Others are hoping to alter customer behaviour. So-called word-of-mouth advertising is non-commercial communication between and among friends, relatives, and others about goods or services. It is face-to-face product-related interactions between and among friends, relatives, and others. It is usually regarded as an unbiased source of information because it is non-commercial. This research adds to the Non-Commercial and Commercial Marketing literature by giving a complete assessment based on non-commercial and commercial marketing research published in the last 81 years (1941–2021). The goal of this study is to look at the historical trends in Non-Commercial Marketing research in terms of research emphasis, research methodologies, research kind, geographical location, and so on. The majority of the research in our evaluation found that Non-Commercial Marketing had a different influence on Concepts of Commercial and Non-Commercial Marketing, Marketing Impact of Public Policies on Beneficiaries, and a thorough analysis of India's education sector. The findings have significant results for the educational system.



INTRODUCTION

Individuals, corporations, and sometimes the government start and sponsor non-commercial organisations because they believe that a social problem needs to be addressed. Non-commercial organisations work to get addicts off drugs, prevent men from abusing their spouses or girlfriends, sway politicians' votes, draw people to ballet, teach underprivileged children basic reading skills and give computers, and lead people to God. They will require money from others to do this, as well as volunteers to assist them in implementing their programmes. In the private sector, marketers work very hard to

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entice customers to snack at Café Coffee Day instead of their rival organisations such as the India Coffee House, a government entity. Likewise, private marketers want people to fly Indigo instead of Air India and want them to stay at the Taj Group of Hotels instead of Government operated hotels like Ashoka or Centaur. They want officials to use Micromax smartphones instead of Xiaomi. Private sectors organisations put in dedicated efforts to market themselves strongly so that consumers prefer them over the public sector for a variety of products and services in India. This type of marketing is referred to as Commercial marketing. The same is true—or ought to be true—in the non-commercial world and in many parts of the public sector. Managers all the way up to the CEO need to know how to get people to do things or, in cases like drug abuse, NOT to do something. It's all about influencing behaviour. Fortunately, the private sector has vast experience in carrying out effectively marketing programs and the challenge is to apply these insights to the non-commercial sector. This type of marketing is referred to as Non-Commercial marketing. There is also a reason to study to study non-commercial marketing even if one is not planning a carrier in this sector. The three main sectors of society—business, government, and non-commercials—increasingly interact with each other. Governmental agencies in India such as The Ministry of environment, Forest and climate change partners with global organisations like World Wide Fund for Nature and media channels such as NDTV to organise nation-wide campaigns with the aim of saving the tiger population or cleaning the river Ganga. Joint ventures between corporations and non-commercials are becoming increasingly common. corporations like P&G are actively engaged with non-commercials like Round Table India and Save the Children in their philanthropic mission. Thus managers in all three sectors need to understand marketers and how marketing is—and ought to be—used in the non-commercial environment. Non-commercial managers need to know how to be better at influencing all of the different policies whose behaviours determine their success. Government managers need to know about marketing techniques in the non-commercial world because they might be useful in their own environments and because they need to know how non-commercial marketers and the special world in which they operate if they are going to partner successfully with them. It was a terrible term for individuals active in non-commercial organisations twenty years ago. It was serious business, and non-commercials boasted about being free of the taint of commercialism and other negative influences. Most of them have now realised that non-commercials require more management than businesses do, precisely because they lack the bottom-line discipline.

Vol. 6 No. 3(December, 2021)

Non-commercials, obviously, "doing good" remains a priority. Good intentions, on the other hand, are no substitute for organisation, leadership, accountability, performance, and results. This necessitates management, which starts with the mission of the organisation. There is no denying fact that non-commercial ps have a very bright future in South Asia. A recent global study that was based on the responses of over 7000 individuals across globe revealed that nearly 77 percent of the consumers preferred to purchase from socially responsible companies and were even willing to pay a premium of as much as 5-10 percent for their purchase because of the organisations commitment to the society(K.Philip, A.Andreasen & S.Dheeraj, 2008).

REVIEW OF COMMERCIAL MARKETING

➤ Marketing and advertising aided the US economy by encouraging people to purchase products and services, both adults and youngsters. Sandra talked on how to advertise products to kids and how two recent trends have piqued their interest in them. To begin with, both children's spending power and their ability to influence parental spending have grown over time. Second, as the number of available television channels grew, resulted in smaller audiences for each channel, digital interactive technologies opened up new ways to target children, resulting in a growing media sector devoted just to children and children's products. According to Calvert, children's sponsored advertising mostly consists of television commercials featuring toys and food products, the majority of which are rich in fat and sugar and low in nutritional value. Digital advertising and so-called covert marketing practises, such as putting items in programme material in movies, web, and online games, are examples of newer marketing tactics. According to Calvert, the Federal Communications Commission and the Federal Trade Commission have enacted restrictions to protect juveniles from advertising and promotion practises. Regulators have more power over what was broadcast on public television than on more open digital platforms. Calvert noticed that children were raised in a proper marketing environment that had an impact on future decisions and actions(C.Sandra,2008).

➤ How many marketing concepts were employed in higher education. They found a number of characteristics in the approaches they used to the higher education sector that led them to conclude that the majority of them had limits in their applicability to the higher education sector. To put it another way, marketing methods and ideas could be used in postsecondary learning, but not in the same sense they are in business. Advertising theories were only partially applicable to the higher education sector due to variations in the sorts of items offered, the breadth of targeted clientele, and the structure of specialised marketing activities that exist between the commercial and higher education industry. Despite the fact that there was a considerable body of research on higher education marketisation and consumer behaviour, it was considered that the material was incoherent and lacking in theoretical frameworks to reflect on higher education's particular context and nature of services. Many marketing operations, such as branding, were still in the early stages of research. The marketing field was being developed and adapted for higher education, but it would almost certainly never be used in the same way as it was in the commercial world (N. Luminita, 2009).

➤ Marketing efforts were restricted to marketing institutions—The commercial sector played essentially little role in the overall marketing of the "education product." Nonetheless, no educational institution (public or private) was working on developing new courses and curricula suitable to Bangladesh's development. Education institutions did not believe that product marketing in education was necessary because they were working in sectors that were already well-known. The courses were popular because they were similar to those offered in western countries, where institutions had already conducted product marketing research. Unfortunately, education institutions in Bangladesh were providing the courses without proving their importance or contribution to national progress. Furthermore, the institutions did not adapt the course or curricula to fit the Bangladeshi setting, and they had little desire or excitement for product marketing. Indeed, in such a situation, educational institutions were restricted to focusing entirely on marketing the institute (M. Gazi & M.Taheer, 2009).

➤ Education marketing should be regarded within the context of a broader concept of service marketing. This viewpoint emphasises that education marketing is about people, process, and tangible evidence in addition to product, place, pricing, and promotion. We've also suggested that thinking about intangibility, inseparability, heterogeneity, and perishability is beneficial. However, we have shown that the marketing mix's entrance into education has had certain unintended repercussions, and that marketing rhetoric does not necessarily correspond to educational reality. It's critical to ensure that education stays hard and 'thinking-intensive,' and that information and skills aren't treated as commodities to be gathered by students and sold in pre-packaged packets to those who can buy them. Making these arguments in the current setting is difficult because "the "new" compulsion involved in the marketisation of education takes the shape of the imposition of a broad assumptive universe that is impossible to question" in the larger context. The existing scenario and surroundings do not inspire confidence. Too frequently, it appears as if the now-apparently accepted doctrine that higher education ought to be more linked with economic concerns is not a topic for discussion. It would be a terrible irony if one of the consequences of the marketisation drive was that, as criticism got more essential, it became more difficult to make and more likely to be ignored (N. Stephen & J. Khosro, 2009).

➤ The unification of strategies at each tier aims to improve the consumer-brand connection, resulting in increased or maintained brand equity. Brand equity is a collection of assets and liabilities associated with a brand, its name and symbol, that add to or remove from the value provided by a product or service to a company and/or its customers.CRM methods are frequently employed to counteract unfavourable press, as was the case with Nike at first. The controversy surrounding Nike's labour methods lowered the brand's value. As a result, CRM efforts like Livestrong have helped to change unfavourable attitudes and bring value to the Nike brand. With customers and marketers becoming more aware of social responsibility, CRM integration methods can help Nike meet its commercial goals. Nike gains by selling more merchandise, retaining more customers, and generating the perception that they are socially responsible by improving brand equity and developing loyalty. Although the benefits of incorporating CRM have been recognised in sport marketing, few people are

aware of the potential benefits of social marketing. Commercial marketing, in essence serves the consumer's basic demands such as physiological, safety and social requirements. The consumer may benefit from the "halo effect" of the goodwill created because the brand is linked with a cause that resonates with them. Consumers are increasingly paying attention to firms / brands that invest in social change when making purchase decisions and brand selections, as they enjoy the sensation of contributing to or supporting initiatives to improve society and the world at large. People care about companies that care, according to a growing body of studies. As a result, social marketing can be seen as a new frontier for expanding consumer connections and as a result, building brand equity (L. Nancy & P. Jennifer, 2010).

➤ Because of the nature of the product, developing an efficient marketing plan for a college or university necessitates some particular considerations. One of the distinguishing features of the college environment is that the school is selling an intangible commodity, which has its own set of marketing challenges. Intangible items require a large number of people to manufacture and deliver. College administrators should remember that if their institutions are to survive and thrive in the 1980s and 1990s, they must be customer-focused. In this competitive world, the importance of focusing on the individual learner should not be overlooked. Customer-centricity will necessitate significant system changes. Schools are increasingly required to give services to calculating consumers looking for the "best buy" in higher education, such as food, health care, specialised academic advice, housing, child care and developmental counselling. As a result of the new environment, colleges and universities must develop a marketing orientation through systematic training for college presidents, deans, department chairs, and student affairs administrators in areas such as admissions, financial aid, student health, residence life, and student development. The ultimate goal of this training should be to emphasise the importance of additional research and application of strong marketing concepts (D.Richard, 2016).

➤ Since its inception, business education in India had seen numerous significant changes and challenges. They are currently dealing with a multitude of difficulties, the most of which are the outcome of globalisation and the recent financial crisis. Aside from that, the Indian industry necessitated the acquisition of new skills and talent. Market dynamics and Indian enterprises perspectives have shifted. For their service and expansion, business schools have the opportunity to adopt marketing tactics. They can use marketing and branding methods to increase their goodwill and create a strong brand image (K. Adil & M. Khalid, 2017).

➤ Commercialisation clearly has both good and bad effects on schooling. Commercialisation is impossible without privatisation. Education is the process of bringing out a learner's full potential by providing him with the most conducive physical and social environment possible. On the other hand, education is a business, and its commercialisation is here to stay. Finally, we might conclude that education has today become a means for these individuals to make money rather than providing kids with a high-quality education. However, because of this propensity, it is beneficial for the government to reduce their job load and for pupils to cope with the modern world. Finally, we can conclude that any nation's progress is largely determined by the quality of its educational

system. Education is the most potent and effective tool for bringing about fundamental changes in pupils' behaviour. It is a potent tool for the nation's social, economic, and cultural advancement. The changes anticipate the state finally releasing itself from its social duties. As a result, each country should determine what can be integrated in a positive way into their socioeconomic and educational systems (B.Swapnali, 2016).

➤ In a relatively short period of time, branding appears to have succeeded in improving the university's image among all stakeholders. Despite variations in stakeholder perspectives, the branding method was able to establish a positioning statement that not only piqued the interest of external stakeholders, but also received approval from a crucial internal stakeholder - faculty and staff. The branding concept and its implementation were a tremendous success in terms of communications. It's critical to have a broader view of marketing and analyse it in the light of current sociocultural and political-economic conditions. While the program's performance was simply examined from a quantitative standpoint, this analysis did not critically evaluate the meaning of the branding notion or how the core of the academic activity - teaching, research, and learning - is related to the branding effort. What needs to be seen is if and how the branding effort's apparent success leads to the core objective (D.Ruby & A.Linda, 2014).

➤ The recent development experience of India has seen both spectacular triumph and enormous disaster. The growth rate is impressive, and it provides a solid foundation for all-round development, not least by increasing government revenue. However, there has been a failure to ensure that India's tremendous growth translates into improved living standards for its citizens. It's not that things haven't improved; they have but progress has been slow - even slower than in Bangladesh or Nepal. There is likely no other example in world history of an economy rising at such a rapid pace for such a long time with such little outcomes in terms of broad-based social advancement. This disparity, as well as the limited scope of India's development efforts, are not surprising. Both reflect the character of the period's policy agendas. These objectives, however can shift as a result of democratic engagement, as has already occurred in certain states. This, however necessitates a major widening of public discourse in India to include development issues. An exaggerated focus on the lives of the better-off minority, fuelled by media interest, paints an unrealistic picture of what is happening to Indians in general and stifles public debate on other concerns. For India's development successes to be broadened and enhanced, imaginative democratic practise is required (D. Jean & S.Amartya, 2012).

➤ Different social-sector programmes have different results in different areas. While programme modifications may be necessary in some cases, the bulk of the time, implementation and delivery issues must be addressed. Other situations necessitate a higher level of awareness. Adopting the Mysore district's system of deploying a specialised van to create awareness of social sector programmes through custom-made short films is critical. Other areas can also start buying portable vans that can move from region to region on predefined dates and times, preferably on market days, with all necessary research and knowledge in electronic form relating to various development and social sector programmes being implemented by various line departments. This electronic

Vol. 6 No. 3(December, 2021)

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REVIEW OF NON-COMMERCIAL MARKETING

➤ Marketing in non-profit organisations—The findings of this study were practically significant since they shown that many non-profit organisations were still far from realising their

full marketing potential. This could be attributed to a variety of factors, including: It was possible that non-profits' limited use of marketing tools and high reliance on promotion stems from the belief that many aspects of the marketing mix were outside their control. Alternatively, it was likely that non-profits had been hesitant to adopt marketing methods and tools because they believed marketing was a terrible thing that attempts to manipulate people and hence was incompatible with the noble work they had undertaken. As a result, non-profits may have been slower to see the value of marketing in achieving their purpose and to adopt marketing tactics and techniques. The adoption of a customer - centred, market-oriented approach that tried to discover which service the market really needed rather than selling what was thought to be a great service to the market had significant potential for improvement. There were a variety of approaches that could be used to begin such operational changes, but one crucial aspect might likely be the hire of officially qualified marketing personnel who have a clear understanding of how to apply the marketing toolbox most effectively. It would also be fascinating to use a real longitudinal survey design to track changes in the non-profit marketing attitude and professionalisation over time. Finally, an interesting qualitative follow-up examination to the current study would be impediments to marketing techniques acceptance, particularly reasons why many non-profit managers consider market research is useless or too complex (Dolnicar, Sara & Lazarevski,2009).

➤ The FCC and congress planned for non commercial educational broadcast stations to play a vital role in American people's education. Those stations offered tremendously valuable service to the public and would be able to do so in the digital age as well. Although, the license qualifications were still too enigmatic to conclude that licenses were qualified to implement this enormous task. The standard's uniformity allowed the FCC to use them inconsistently in different situations. Furthermore, as illustrated by the WDCU-FM transaction and the application for assignment of WQEX-TV in Pittsburgh, the standards didn't account for developments in broadcasting sector since the directives were initially written in 1963. As a result, the commission had to revise and enhance its license directives to reflect technological and funding advancements during the last thirty-five years(M.Albert,1998).

➤ Growing number of organisations were adding marketing functions and employees to handle them, data shows that only a small percentage of them have implemented a comprehensive marketing strategy. The majority of persons doing marketing currently have no formal marketing training; they score their expertise high on some marketing abilities but low on others, and they show little enthusiasm in learning what they don't know in important areas like research and direct marketing. While low pay structures are a barrier to hiring top people, a bigger issue may be nonprofit executives who don't understand marketing as a holistic process and aren't fully dedicated to implementing marketing into their operations. In the for-profit environment, marketing is a successful component. It can be quite beneficial for nonprofits who are prepared to put it to the test (A.Don,2001).

➤ Discussed whether the notion of public policy marketing fits marketing and public administration criteria, as well as whether it serves its social objective. It was clear that public policy marketing was based on marketing exchanges between government and individuals that must meet both

marketing and public administration requirements. The standard marketing tools were available, as long as they were tailored to the needs of government. Despite the lack of empirical proof, it was reasonable to expect that this marketing approach would boost social effectiveness since it brought the social behaviour of people required for this aim much more clearly into the open. As a result, it was well-suited to executing policies that emphasised the importance of citizen behaviour in achieving social effectiveness (H.Buurma,2001).

➤ Three decades of study on promotional architecture implementation in non-commercial organisations have been examined. A new paradigm for capturing marketing in charities, according to our findings, is necessary. We proposed the concept we called non-commercial marketing orientation based on preliminary study that addressed all of the difficulties reported in all three decades of research. We built a conceptual model and assigned non-commercial marketing orientation form of qualitative survey done among charitable marketers in Canada and Germany. All of the following are covered: brand orientation, supporter orientation, commercial orientation, and service orientation. We also created a nomological net of connected antecedents and consequences in non-commercial marketing. Our contribution goes beyond the definition of a fundamental marketing concept. Despite the fact that more work has to be done, our conceptual and integrative work helps to efforts to provide a systematic framework for non-commercial marketing orientation. The conceptual model was created to avoid a specific type of non-commercial organisation, which is one of the focal construct's constraints (W. Wymer, B. Silke & M. Mareike, 2014).

➤ Non-commercials have long aided in the sustenance of Australian people' well-being, interfering when the market and family have failed them. Prior to nationhood, and throughout the early and mid-twentieth century, the most of social assistance were supplied through non-commercials and mutual support societies. Religious organisations, government grants and subsidies, as well as public donations, all contributed to charity's financial support. Many of the charities were church-based, divided along sectarian lines and partly motivated by rivalry for souls, in addition to providing public benefits. 'Cordial societies' , for instance arose from self-help and provided insurance and benefits to group members and their families. Non-commercials have generally been located outside of government and have relied on a volunteer culture, according to Paul Smyth (2008).Certainly , according to Leslie Chenoweth, Australian governments have traditionally avoided paying for and providing services, favouring a culture of "Australian self-reliance" (G. Susan and P.Ruth,2015).

➤ The Brazilian telecommunications infrastructure and how it was used to set up a variety of distinct non-commercial networks uniting Brazilian organisations and providing them with access to international networking beginning in It then went on to detail the development of a second-generation network based on Internet technology, which began testing in 1991 and now offers the country's primary non-commercial service. He discussed Brazil's internationally connected network technologies, as well as the short- and medium-term prospects for academic and research technology (M.A.Stanton).

➤ Why marketers should study public policy. Markets and government were inextricably linked as the method by which communities satisfy their requirements and provide for themselves, for better or worse. Government had a lot of sway over markets, but markets also have a lot of sway over government. Markets had evolved and succeeded even in centrally planned economies where the government had sought to balance supply and demand. No discipline had more experience with markets, particularly the demand side of markets, than market research. Marketers may offer a lot to policy discussions, such as identifying innovative market solutions to issues and designing effective and efficient non-market (government) involvement when necessary. This entailed tackling larger issues, such as more comprehensive analyses of society's provisioning needs and how to best meet those needs efficiently and effectively. It also entailed providing more innovative market-based solutions to major societal issues rather than throwing problems over the fence to be dealt by indeterminate government action. Addressing these market dynamics was where marketing made the most significant contribution (S. David, 2015).

➤ Non-Commercial Organisations should create and follow clear strategies for using each individual social media channel for fundraising, according to several previous authors studying Non-Commercial Organisations and Social Media, and these should also be incorporated into the organisation's broader fundraising strategy, as successful use of new technology necessitates an overarching plan to guide the process. Despite the fact that more than half of the qualifying investigations looked at a variety of Social Media channels, we agree with Goldkind's earlier observation that academic literature across all sectors has yet to investigate the effectiveness of Social Media strategies in any systematic way because our findings were mostly related to the generic term "social media". Rather than internal social media data, which could reveal correlations between post reach, engagement, and targeted audience, as well as inform more proactive social media strategies, the majority of the studies focused on publicly available social media data, which provides a wealth of information about the extent and nature of engagement with posts/tweets." We acknowledge, however, that obtaining such information may be challenging since certain information may be considered confidential by corporations (L. Stefano, T. Aizhan & A. Gilda, 2019).

➤ Advised on the dangers of adopting a marketing strategy that is common in the for-profit world in the non-commercial sector. It was difficult for non-commercial organisations to "live and operate in a market economy while serving the common interests" because "this creates an unwritten thin line between abundance and frugality, spending and charity, immediate demand and long-term growth". The author understood the term marketing as the business logic of marketing in the non-profit sector. Therefore, there was some tension in public opinion regarding how non-profit organisations should be responsible to their stakeholders. Therefore, it was necessary for non-profit organisations to understand this dialectic of communication. Sanders (2015) also affirmed in his ethnographic case study that a tight mission market was "a basic feature of a non-profit organisation" and confirmed that it was just like Koschmann. Like Sanders, this was how "employees" speak to

organisational leaders and formulate missions and market concerns (Koschmann and Sanders, 2020).

➤ Marketing is no longer a novel concept, but its use has evolved over time in response to changing circumstances. Previously, marketing was only associated with economic goals, but it is now associated with social goals. Non-profit organisations have long recognised the function and relevance of marketing in gaining a better knowledge of their clients and maintaining good connections with them. Non-profit marketing has arisen as a result of this concept. Non-profit marketing differs from profit marketing due to its distinct characteristics. In an era of increased competition and public interest in social causes, Indian companies have turned to non-profit marketing and cause-related marketing as a tool for building brand images, increasing product awareness, and differentiating themselves from competitors while also fulfilling their social responsibility (Sunita & K. Heena, 2015).

➤ Some stereotypes exist for a reason. Everyone needs to be able to accomplish more with less. Marketing team, for-profit or nonprofit, isn't entrusted with boosting results for a similar effort? You must approach your marketing in a systematic manner if you want to increase constituent interaction with your content without depleting your diligent crew. This does not imply that creativity should be stifled. Having processes in place to create and distribute your content streamlines activities like as actively blogging, allowing you to devote more time to thinking (Gaspfour digital, 2016).

➤ Decentralisation is a cost-cutting strategy utilised by Non-Government Organisations, all over the world to increase engagement and impact. Non-Government Organisations like Action Aid have benefited from this. This is something that Indian nonprofits may employ because it is critical to get closer to the community and stay in touch with their needs. This aids organisations by allowing them to run customised and contextualised campaigns that are more suited to meet the needs and requirements of the intended beneficiaries. Marketing costs are also reduced as a result of decentralisation. Because single events are more appealing to potential funders and volunteers than combined long-term programmes, marketing should be focused on single events rather than combined long-term programmes. Breaking up long-term programmes into numerous pieces and promoting each portion independently to different or the same audience based on need is an excellent marketing strategy. This also aids Non-Government Organisations in developing a variety of programmes for various stakeholders based on their preferences and interests. It is critical for organisations to orient their internal workings in a way that fosters public trust in order to achieve the end goals of marketing. This means being more accountable and open when it comes to financial and in-kind donations. Non-Government Organisations must undergo a transition in their approach to raising public awareness in order to stay linked to the grassroots. Nonprofits can improve their image in the eyes of potential volunteers and donors by implementing an effective marketing and public relations strategy. Organisational success or failure is frequently determined by public impression, which marketing considerably boosts. Understanding and implementing a sound marketing programme across social media and other "unconventional" platforms is the road that NGOs should take to improve their chances of making a significant difference in people's lives (S. Suveer, 2019).

Some Important Commercial And Non-Commercial Marketing Studies In Education Sector

We came across few papers that were worth highlighting while conducting the study review. These researches have brought up some fascinating points about commercial and non-commercial marketing in education sector.

1. Sixty high schools in diverse sections of the country were reviewed and evaluated for their commercial education programmes. Commercial education criteria were established and utilised as the foundation for evaluating the sixty programmes.

- Student obtained information that lead to the modification and reinforcement of his notions of wants, preferences, tastes and attitudes.

- Despite the rapid and widespread expansion of consumer education, little research had been published in this area.

- There had almost no study examining the content, effects and techniques in any of the commercial subjects to serve as a foundation for building sound and effective methodology.

- Given that state of commercial education in the United States, its rapid growth and the obvious increase that was to be expected, it would not be out of place to emphasise first the importance of publishing completed research in this field and second, the limited amount of research that had been done thus far. The requirement for significant completed research to be integrated and the necessity for a vast number of significant research at the various stages of commercial education (O.JACOB, 1941).

2. When many educators and stakeholders had mixed feelings about marketing, there was obviously a need for more research into the ethical perceptions, personal and moral philosophies, ethical ideals, and social duties of school members and marketers engaging in school marketing.

- Because education is a moral activity, research into these themes would help to better understand the ethical dilemmas that principals and teachers faced in competitive environments, as well as how they built ethical-oriented marketing.

- Furthermore, commentators addressed ethical issues such as: Is it permissible for schools to sell themselves by slandering other schools?

- Is it possible for schools to advertise themselves using visuals that are less constrained or traditional?

- Is there any other type of advertising appeal that would work? These and other related concerns- they felt, should be studied and discussed in the literature on school marketing (O. Izhar & H.Jane,2004).

3. Climate change is occurring. In the future, commercial and social marketing communication campaigns will become an increasingly important aspect from both firm and government objectives and finding out how to have this communication more effective than just raising awareness will be a major challenge.

- Environmental psychology principles such as the need to portray the developing environmental disaster as a "shared

opponent" that may unify people and drive them to act can be used to effectively connect with people about such issues.

- Individuals will be less overpowered by the scope and severity of the climate change issue if they concentrate on practical solutions that can be implemented immediately. A goal to minimise utilising guilt as a motivation or expressing how responsible people are for their current activities.

- Rather than portraying a less intake style as a form of self-sacrifice and struggle, promote it as a less frenetic, less stressful way of life that allows people to spend more time with friends and family doing the things that are important to them. Ways for appealing to people as members of a community rather than as individuals.

- Establishing a sense of shared unity and identities can lead to the creation of programmes that require community participation, and there may be opportunities to assist the delocalisation of consumption and production activities to reduce carbon emissions.

Through the use of new communications techniques, medium, and tech, there may also be chances to communicate more effectively to promote pro-climate behaviour(P.Ken, P.Sue & P.Cerys,2009).

4. Education technology grow more customer-oriented. It was worth noting that the educational process and methods of knowledge transfer had remained largely identical for the past 50 years.

- Modern situations, on the other hand, necessitated educational institutions that were more adaptable to change.

- In addition, the role of the instructor drastically changed.

- Then, university professors must not only conveyed knowledge to students, but also served as their consultants to the rest of the world's knowledge, assisting them in understanding the value of learning and taking personal responsibility for their academic outcomes.

- Examining educational trends, university development terms, marketing principles, and university human resource transformation issues led to the conclusion that modern universities were in desperate need of highly qualified teaching staff who could quickly adapt to new educational standards, accept change and produce high-quality educational products.

- The era of impromptu management had passed.

It was now important to adopt a systematic strategy to solving the complicated development problem of teaching resources in accordance with the criteria of the modern educational system and differential expectations for educational quality for all segments of consumers (K. Nataliya,G. Ilshat & N. Aida,2013).

5. The main task of education system should be to impart knowledge and skills to graduate so that they could work and succeed even when the demands of the labor market were changing rapidly and It was required to connect the higher education sector's services to the demands and requirements of employers, as well as to give enough and reliable information regarding job prospects and study plans.

- All children should be able to actively participate in classroom-related creative activity and be exposed to a dynamic atmosphere in order to develop a strong desire to learn more.

- They already knew they wouldn't be able to cope without effective contact development and communication with potential employers (in both the commercial and non-commercial sectors), which allowed them to gain access to relevant information and implement new and innovative forms of content correlation and school cooperation organisation.

- Improving the quality of regional universities had become one of the most significant preconditions for an area to attract huge amounts of investment, and university research had become an increasingly vital precondition for the development of innovative enterprise in the region (Gottlichovaa M & Soukalovaa R, 2014).

6. Almost all fields of economic activity are affected by global technological modernisation and digital change.

- In the sphere of post-secondary education, this trend has resulted in the development of remote education, a novel method of providing educational services. In this form, universities were given the opportunity to benefit from the "scale effect" when providing educational services to an endless number of clients around the world with fixed resource costs.

- Remote education enables universities to overcome the impact of geography on their operations and to reach foreign markets as well as markets for higher education services.

- As a result, modern universities have the opportunity to significantly boost their revenue and improve their financial and economic statistics. Remote education, on the other hand, does not have to supplant traditional education- it can be kept in order to maintain the university's stability and long-term viability (P. Natalia & B. Ksenia, 2018).

7. The research will be of particular relevance to commercial and social entrepreneurs, given the crucial role of school education for long-term economic growth and development. It is also of major importance to emerging market officials.

- Private schools have grown in popularity as a result of the government's failure to deliver high-quality education to a broad cross-section of India's socioeconomic strata.

- Our research shows how households trade off the value of public and private schooling for their children versus employment, and how this value fluctuates depending on family and market circumstances.

- Private schools are a significantly more common occurrence in India has a higher rate of private school enrolment than the United States, particularly among the poor, and the reasons for this differ from those in industrialised countries.

- We describe and evaluate a discrete continuous model of family school choice and educational spending decisions using data from rural Indian families. Cash, on the other hand, is likely to be a significant driver of schooling, particularly for

impoverished families with limited discretionary income, and hence demands more study (S. Sachin & K. Sudhir, 2014).

8. Promoting the highest standards of education and research in the Higher Educational System, as well as successful marketing of this service through the use of ICT in education to satisfy the targeted masses both within and outside the country, will be the only way to turn today's dreams into reality in the days ahead!

- As a result, improving educational quality is the need of the hour in order to attract more students and teachers from the home nation, as well as the rest of the world.

- At the end of the day, identifying the core reasons of the decline in the spread of quality education and research and implementing appropriate government actions in a timely manner will only bridge the existing educational gap between producers and consumers.

- Despite an increase in the number of institutions and academics enrolled, India's education and research are of poor quality. Through the migration of researchers, teachers, programmes and even institutions, trade education is already taking place. Year after year, the number of higher educational institutions and students enrolled grows by leaps and bounds. This may encourage market rivalry, resulting in the creation of high-quality educational services that are exchanged between the home country and overseas (E. Thangasamy, 2014).

9. NGOs' roles in promoting inclusive education in Tamil Nadu under the SSA scheme were two fold : management of educational settings and personnel employment.

- The service skills of the two types of NGOs (metropolitan and rural NGOs) were discovered to be distinct.

- Children with disabilities and their families, caretakers, or resource teachers discussed issues linked to service provision through NGOs from two perspectives.

- The elimination of the commission to NGOs for project management in 2011 would almost certainly had an impact on both NGOs and the government. In the future, professional contributions from NGOs, as well as their monitoring of government operations, may be necessary.

According to this study, Non-governmental organisations were pioneers in planning for inclusive education and provided a transitional phase until state governments could take on these obligations under the SSA model (F. Hiroko & T. Robinson, 2014).

10. The usefulness of NGO programs was best illustrated by the successful education of impoverished children, distant communities, scheduled caste, scheduled tribe and other children who confront social hurdles to education.

- Teachers must not only be present in class and educate the students. They must, however, involve them in fun activities and endeavour to make education attractive for all kids by implementing new teaching methods created by non-commercial model schools.

- To close the gap in basic education access, equity and quality, public-private collaboration is required to meet the growing demand for excellence in elementary schooling.

- NGOs can pioneer the concepts of the volunteer teacher and alternative school to prevent teacher absenteeism and offer appropriate education for out-of-school children.

- NGOs can get knowledge on disadvantaged populations such as the underprivileged, child workers, and homeless children and then advise to the appropriate authority that tailored efforts are needed.

- It's becoming clear that achieving UEE's objectives would necessitate a wide spectrum of institutional collaboration between govt departments and organisations, as well as between the government and the non-commercial and corporate sectors. NGOs have the potential to help the state supplement and improve the public education system.

- Despite the fact that the government has gradually increased its expenditure in education, the demands and expectations of schools have increased as well. The involvement of non-governmental organisations in education improves the schooling system's accountability to the students.

An coalition has emerged to pursue universal primary education as a pressing need. NGOs must find institutional homes for their concepts within the government at this level, while also accepting their own limitations (M.Burhanuddin,2006).

11. The role of non-governmental organisations in these areas, particularly the partner NGOs that had an active presence in the areas investigated.

- The NGO operates independently of the government in Delhi, focusing on rights and entitlements, and its activities sometimes clash with the school system.

- The youngsters who attend the Centre, on the other hand, receive a variety of exposure, including access to the library/computers, subject coaching, and personal counselling, and this support helps them to continue to study and/or access a larger range of career prospects.

- In Ajmer, the NGO collaborates with the government on educational initiatives, with a shared vision. Its efforts have deepened and enriched the girls' educational experience. Given the nature of the interaction, there is less involvement with post-school decisions.

- The NGO works independently of the government schools in Almora, but because of the remoteness and small size of the villages, as well as the focus on building whole-village groups, teachers are aware of and aware of the activities.

Differences in elder women's attitudes regarding girls' education can be noticed between villages where women have organised into groups and where village learning centres are functioning, and villages where these efforts have not been made(S.Ratna,2016).

12. Designated money for targeted and concentrated NGO actions, largely to test out new ideas, should be included in a large education programme.

- As ideas mature, recurring budgets might be used to fund their replication and mainstreaming. The creation of a separate fund for external NGO activities would go a long way toward promoting the founding of equal-opportunity organisations. Collaborations between GOs and NGOs.

- In the preparation and implementation of the programme, the agencies should aim to engage the aid of a few well-known non-governmental organisations (NGOs). An NGO Consultative Group made up of a diverse group of professionals could help build a functioning framework for identifying and selecting eligible NGOs to participate in the programme..

- Non-governmental organisations will be beneficial not just in communicating the UEE's goal and strategy to beneficiaries, but also in offering "people's opinion" on how govt policies were implemented. Non-governmental organisations must be incorporated in capacity-building plans..

- As NGOs' activities have grown in importance, an accountability framework for NGO action must be devised that strikes a balance between NGO autonomy and government accountability. For reviews and recommendations, NGO staff should be consulted.

- As part of their external agency operations, NGOs should do research, documentation, evaluation, and social audits. NGOs could play an important role in ensuring that processes in schools and classrooms are constantly monitored..

- NGOs can help with exploratory studies at the school level on a variety of grounds, but national Management Information Systems (MIS) for large projects are usually massive and all-encompassing. Their research led to the development of qualitative indicators that could be used to track progress toward specific targets for enhancing primary school performance.

On one hand, the voluntary element is most suited to serve as a conscience for government programmes. while on the other, it is especially suitable to represent the impoverished. While utilising NGO resources to supplement government programmes was beneficial, a portion of the voluntary sector must stay independent in order to fulfil this role (S. Jaggannathan).

13. The main goals of educational NGOs in India are to increase the number of school-aged children, develop other learning skills in local schools and communities, provide inclusive education to children with special needs, and act as a catalyst for long-term change in the lives of children using a life-cycle development approach.

- Smile Foundation reaches not only the children, but also the communities in which they reside, through more than 240 locations in 23 states. Smile Foundation, one of India's leading educational NGOs, is reaching out to youngsters through its Mission Education education programme.

- Smile Foundation, one of India's leading educational NGOs, is reaching out to youngsters through its Mission Education education programme. When the epidemic swept the world at the start of 2020, it caused new challenges in education: uncertainty about school continuing under severe lockdown regulations, and missing out on learning owing to a shortage of access to online classes, which disproportionately affected the poor.

- Since its inception in 2002, Mission Education has benefited over 232,000 impoverished students. Parents are educated on the necessity of education for boys and girls, the

elimination of child labour, and the adoption of better practises through regular encounters.

In India, many children are denied access to education; majority drop out owing to poverty and girls are rarely given opportunities (Smile foundation, 2020).

14. The drive to provide quality education to India's most marginalised and impoverished children has been led by non-governmental organisations.

- The most crucial part of promoting education diffusion is educating parents, communities and all children who require it.

- Making learning fun is one technique for increasing the penetration of decent education among the most deprived youngsters.

- Children's Groups and School Management Committees, which are in charge of children's development, are formed through collaboration between NGOs and local groups.

- The Companies have created learning centres for homeless kids and labour children from low-income families, where they can get education and/or assistance outside of the school (Graphene.org, 2019).

15. Impact of university outreach and education settings (non-educational components) on Asian international postgraduate students studying in Australian institutions.

- In context of service and learning company, it looked at the relationship between crucial attributes and overall happiness among student groups, using the expectations/perceptions paradigm..

- The purpose was to look into the role of non-academic variables in the lives of global postgraduate university students, especially in terms of global communication, infrastructure, and university accreditation.

- Non-educational elements were particularly significant to international postgraduate students, according to the findings, and they were predictors of overall satisfaction.

- A number of researchers had identified these criteria as determinants influencing study destination selection.

- Non-educational elements such as institutional infrastructure, acknowledgment of university qualifications, and information availability were all found to be intimately linked to the formation of student happiness in this study, and that neglecting these areas would negatively effect student satisfaction..

More research should have been done into the channels of contact that these prospective students used to obtain this vital information Furthermore, in order to align expectations and perceptions, expectations for infrastructure pieces must be publicised. Additional environmental elements and their impact on student satisfaction are planned to be investigated in future studies (Dr. A.Rodney, 2006).

COMPARISON BETWEEN COMMERCIAL & NON-COMMERCIAL

GIVEN BY	COMMERCIAL MARKETING	NON-COMMERCIAL MARKETING
Shiva Rama Krishna	Concerns the sale of goods and services.	It's more about disseminating information and encouraging people to take action.
Malcolm Tatum	To think of the former as a means of generating sales and revenue.	The latter is more concerned with educating individuals and giving them with opportunity to apply what they have learned.
Netinbag.com	Advertising content is usually tangible goods or services.	Advertising usually emphasises motivation, creativity, attitude and perspective.
Help.salesforce.com	In sales cloud, Advertisements or promotions of a commercial product or service could be included in commercial emails.	Billing statements and invoices are examples of non-commercial emails.
Megan Spencer	The goal in mind here is to make more money, get more subscribers etc..	It usually tries to motivate us to make the world or someone's life better.
Answers.com	- It created a demand and a perceived-need for something.	- Sponsored by or for a charity, civic, religious, or political organisation.

GIVEN BY	COMMERCIAL MARKETING	NON-COMMERCIAL MARKETING
	<ul style="list-style-type: none"> - Offers a solution to that problem. - Marketing strategy aims to arouse desire while also providing a compelling solution.. 	<ul style="list-style-type: none"> - Seek funds and place in the hopes of raising money. - Encourage information requests. - Make social concerns more popular. - Alter activity routine. - Minimise resource waste. - Remind individuals to donate once more. - Express a political point of view. - Improve public perception.
James Chen	Companies that need to receive a commodity for use in their manufacturing processes engage in commercial trade.	Non-commercial trading, on the other hand, is concerned with speculative positions in which traders seek to profit from short-term price fluctuations.
Brainly.com	Is done for advertising a product and increasing sale of it.	Is to advertise on social issues and create awareness among people.
Lawinsider.com	A commercial vehicle is a vehicle designed to transport commodities or merchandise, or to transport supplies utilised in any trade, industry, work, or business.	A non-commercial vehicle is one that is built by the manufacturer to carry a load of no more than one tonne and is used solely for non-profit purposes.
Ask.learnbse.in	Commercial energy is energy that is made available to users for a fee.	Non-commercial energy is energy that is provided to users at no cost.
EHL Insights	Commercial F&B establishments are financially viable since they are profit-driven.	Non-commercial food service establishments provide food and beverage goods as an add-on to other services or for charitable purposes.
Smithsonian	Any reproduction or use that is advertised, promoted, or sold and involves a money transaction is considered commercial use.	Non-commercial use includes creative, educational, scholarly, and personal initiatives that will not be advertised, promoted, or sold.

RESEARCH METHODOLOGY

As the environment changes, businesses are realising that beneficiaries may provide them with a competitive advantage. However, efforts by marketers to improve the financial state of commercial and non-commercial organisations will be ineffective unless and until a proper approach is taken to guide their efforts. Given the importance of commercial and non-commercial marketing in influencing people and organisations, it is necessary to understand the current state of commercial and non-commercial marketing, as well as potential future advancements in this field of research.

Following the study of O. Jacob (1941) Orleans and Saxe (39) hypothesised that specific kind of issues should be included in high school commercial arithmetic and studied how bunch of students at a professional business college learned to solve

them. They discovered that, despite the students' high selection, their grasp of business arithmetic was fairly limited. A thorough examination of the many sorts of errors revealed that only a small percentage were due to human error. The biggest issues discovered were those relating to the problem-solving process. The authors came to the conclusion that problem-solving challenges are caused by rote memorisation and the absence of development of a logical thought process, the literature on commercial and non-commercial marketing has exploded.

Then, in 2001, H.Buurma presented his vision of the commercial and non-commercial market scenarios. Management of non-commercial, charity, and religious organisations in the United Kingdom, the United States, and Australia were polled via an international permission-based Internet group that solely conducts research. In order to avoid

group bias towards heavy Internet users, panel members were recruited through a variety of methods. The sample population was kept consistent with the core socio-demographic features of the nations where surveying facilities are available (Dolnicar, Sara & Lazarevski, 2009).

The efficiency of NGOs' micro efforts, as well as their macro effects, were factors in their selection. The non-governmental organisations (NGOs) address many areas of educational deprivation and represent a diverse range of target groups. They work in a variety of environments. However, there is no sample procedure used in the selection of NGOs. M. Venkatarangaiya Foundation, Pratham Mumbai Education Initiative, Bodh Shiksha Samiti, Rishi Valley Rural Education Centre, Eklavya, and the Centre for Education Planning and Governance are among the non-governmental organisations examined (CEMD). Rishi Valley, Eklavya, and CEMD are professional resource agency, whereas Bodh, Pratham, and MV Foundation have a strong social action mission. The increase of Bodh's and CEMD's activity is on a lower scale than that of the others (J. Shanti).

Nonetheless, as seen by the small number of papers in this field, research on commercial and non-commercial marketing is limited. When it comes to reviews or meta-analyses in the field of commercial and non-commercial marketing, the issue is much worse because there are so many different types of studies with so many different conceptualizations and study focuses. These review studies on commercial and non-commercial marketing are sparse, and they have failed to provide a comprehensive view of commercial and non-commercial marketing, including its antecedents and implications, because they have not examined research patterns in commercial and non-commercial marketing. On the grounds of this data, it can be concluded that a comprehensive picture of commercial and non-commercial marketing has yet to be developed. As a result, recent studies on commercial and non-commercial marketing must be analysed and reviewed. The abilities required of marketers are changing as the marketing environment changes, as is the role of commercial and non-commercial marketing in influencing marketing. It would be beneficial to receive an update on the most recent trends, interests, and findings from recent commercial and non-commercial marketing research, son. As a result, this study aims to add to the field of commercial and non-commercial marketing by offering a review of relevant publications. The goal of this review is to look at the historical trends in commercial and non-commercial marketing research in terms of research type, method, research emphasis, and conclusions.

A literature search was undertaken for studies on commercial and non-commercial marketing that were published in the last 24 years, from 1998 to 2021, in order to integrate the literature on commercial and non-commercial marketing. Terms like 'commercial marketing in education sector' and 'non-commercial marketing in education sector' were used in the Google Scholar research. It comprises empirical and conceptual/review works from the journals listed below: African journal of Business Management, Journal of Further and Higher Education, Journal of Applied Marketing Theory, NASPA Journal, A Peer-Reviewed Monthly Research Journal, Journal of Marketing for Higher Education, European Journal of Marketing, Journal of Nonprofit & Public Sector Marketing, Journal of Public Policy & Marketing, International Journal of Business and Management, International journal of Copyrights @Kalahari Journals

innovative research and development, International Journal of Social Science and Economic Research, EuroMed Journal of Business, International Journal of Educational Management .

Since 2000, the initial search yielded a large number of papers in the areas of commercial and non-commercial marketing. However, after excluding articles that were not written in English, had a misleading title, or did not deal with commercial or non-commercial marketing, and finally using the 1941-2021 time frame filter, a total of 60 publications were included in the review

CONCLUSION & IMPLICATIONS

The most effective theories are those that aid in the resolution of commercial and non-commercial marketing issues in the education sector. This work contributes to our understanding of commercial and non-commercial marketing and aids in the resolution of related challenges.

This study collated and analysed information on commercial and non-commercial marketing throughout the last eight decades (1941-2021). Because synthesising or review-based studies in the area of commercial and non-commercial marketing are rare, this study makes a significant theoretical and practical addition to the field of commercial and non-commercial marketing research.

The majority of the research in our evaluation concluded that commercial and non-commercial marketing (behaviour-based and outcome-based) have different effects on commercial and non-commercial marketing concepts. From researching the antecedents of commercial and non-commercial marketing to exploring its impact on new variables, our assessment reveals that progress has been made in this area of commercial and non-commercial marketing research.

The results of many facets of commercial and non-commercial marketing research are reviewed in detail. The identification of numerous methodological challenges in commercial and non-commercial marketing is another significant contribution of this review. The use of questionnaires in commercial and non-commercial marketing research is highly biased, with questionnaires accounting for 84 percent of studies and interviews accounting for 16 percent. There are few case studies and laboratory experiments based on commercial and non-commercial marketing studies. These strategies must be used in order to grasp the true nature of commercial and non-commercial marketing. In addition, qualitative methodologies should be used to examine the causes and effects of commercial and non-commercial marketing.

The assessment of studies also revealed that commercial and non-commercial marketing have both a direct and indirect impact on recipients and organisational characteristics. Commercial and non-commercial marketing have interacting effects on beneficiaries, as S. Jagannathan points out.

DIRECTIONS FOR FUTURE RESEARCH

In terms of quality and quantity of research articles produced in this age, this paper demonstrated that research on non-commercial and commercial marketing has a long way to go. Future researchers interested in working in this topic will have a plethora of options. In the future, research can briefly explore non-commercial marketing with the help of public policies, such as the influence of public policy marketing on beneficiaries and determining efficacy. There is yet to be a study that compares non-commercial versus commercial

Vol. 6 No. 3(December, 2021)

marketing. This comparison will allow us to see if there are any marketing tool-specific elements that have an impact on non-commercial and commercial marketing recipients. The majority of previous studies used beneficiaries from a wide range of industries and marketing settings. As a result, this void in the literature must be filled.

Future research should look into the impact of different marketing tools and techniques utilised in commercial and non-commercial marketing. It would increase the scope of non-commercial marketing research. Because different levels of marketers operate in different marketing settings, different factors may influence the impact of commercial and non-commercial marketing on them.

We discovered gaps in this area since this evaluation offered a geographical fragmentation of studies on commercial and non-commercial marketing. The majority of study on commercial and non-commercial marketing has taken place outside of India, in nations such as the United States, the United Kingdom, Canada, Germany, Australia, and South Africa. Future studies should concentrate on other locations, such as Asia, and examine the commercial and non-commercial marketing strategies employed there. Researchers from other countries should come forward and investigate various aspects of commercial and non-commercial marketing. This will help us comprehend the global phenomenon known as "commercial and non-commercial marketing."

Future scholars can use case studies and laboratory experiments to investigate the influence of commercial and non-commercial marketing on various beneficiary and organisational characteristics. More research into the origins of commercial and non-commercial marketing should be done. The antecedents of commercial and non-commercial marketing are likely to alter as the outcomes of commercial and non-commercial marketing change and new features are introduced. The amount of studies concentrating on the antecedents and outcomes of commercial and non-commercial marketing should be equal.

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