

Analysis of the 4Ps in Social Movements and its Parallel in Professional World.

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Respected Sir,

I am writing to share an observation regarding the striking parallels between the four Ps in marketing and those observed in social movements. Furthermore, I draw attention to the analogous pattern manifesting in the trajectory of certain political entities and startups, highlighting the potential ramifications of placing undue emphasis on profit at the expense of founding principles. The four Ps of marketing—Product, Promotion, Packaging, and Price—are well-established pillars that define a company's marketing approach. Similarly, I propose that social movements can be dissected through a lens of four Ps—Philosophy, Practical, Profitable, and Personal.

The first 'P,' Philosophy, signifies the initial stage where a movement is fueled by an unwavering commitment to a particular philosophy. This selfless dedication is crucial for the movement's inception and growth. As conditions become favorable, the movement transitions to the second 'P.'

The second 'P,' Practical, involves the movement adapting to its environment, gaining recognition, and attracting followers. This stage sees tangible results and increased popularity, laying the groundwork for the next phase.

The third 'P,' Profitable, marks a deviation from the founding principles as the movement gains financial support from powerful entities. The movement's activities may be guided more by profitability than its original philosophy, leading to a decline in integrity.

The fourth 'P,' Personal, signifies the movement's success, but also its downfall. As the organization becomes larger, individuals within the movement may prioritize personal gain over the movement's original objectives, leading to its nadir.

Most political parties follow a similar trajectory. Despite initial enthusiasm and public support, it quickly reaches its pinnacle and nadir. This observation prompts reflection on the analogous patterns in the professional world, particularly among startups. The parallels between the stages of social movements and the trajectory of startups are evident. The emphasis on profit as the primary objective raises questions about the true purpose of businesses. I argue that, similar to athletes who aim to represent their country with pride

and contribute positively, professionals should prioritize values, principles, and philosophy alongside financial success.

In conclusion, the four Ps in marketing (Product, Promotion, Packaging, and Price) can be paralleled with the four Ps in social movements (Philosophy, Practical, Profitable, and Personal) [1]. In the initial stage, social movements are driven by a strong commitment to a particular philosophy [2]. As the movement gains recognition and followers, it enters the practical stage, adapting to its environment and achieving tangible results [3]. However, there is a risk of deviating from the founding principles in the profitable stage, as financial support may prioritize profitability over the movement's original philosophy [4]. This can lead to a decline in integrity. Finally, in the personal stage, the movement's success may be overshadowed by individuals prioritizing personal gain over the movement's objectives [5]. These parallels can also be observed in the trajectory of startups and political entities, highlighting the importance of prioritizing values, principles, and philosophy alongside financial success. It is imperative for businesses and individuals to remember that beyond profit and loss, values, principles, and philosophy are integral components of conducting ethical and sustainable business practices. Mission and vision statements should not merely adorn the walls of boardrooms but should guide the actions and decisions of those who strive to make a positive impact in their respective roles. I hope this perspective on the alignment of the four Ps in social movements and the professional world adds value to the ongoing discourse on ethical business practices.

References:

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