

MARKETING AND SOCIAL RESPONSIBILITY

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*“Environment does not belong to man
Man belongs to the environment”*

ABSTRACT:

Firms that innovate solutions and values in a socially responsible way are the most likely to succeed. More firms are coming to the belief that corporate Social Responsibility in the form of cash donations, in kind contributions cause marketing and employee volunteerism programs is not just the “right thing” but also the “smart” thing to do Marketing of goods and services. These certainly demand social responsibility and accountability. Marketing today are exploiting customer with false propagations and manipulations through advertisements. The major problems and challenges are need for perfection in information package, open and transparent communication quality and coverage of net information, inadequate online connections, low confidence in online payments. Viability of dotcoms. There is exploitation of customers perceptions on quality price and quantity levels. Corporate social responsibility is one of the internal marketing aspects that must be oriented to the organization employees. Values and ethics must be imbibed into the company’s vision and mission so as to make firms socially responsible for society. Educational institutions, N.G.O’s and the public need to play active role in propagating the consequences of Eco imbalance by the use of Hazardous products and goods. Society need to play a vital role as a tool crub manipulating marketers and producers. It must have watchful eyes to trace the discrepancies. The present paper focuses on the concept of socially responsible marketing and dimensions to make firms adopt the philosophy.

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INTRODUCTION:

The concept of social responsibility is not new and its origin can be traced back to the evolution of the concept of 'Welfare State' Corporate social responsibility is seriously considering the impact of the company's action on society. Social responsiveness, the ability of a corporation to relate its operation and policies to the social environment in ways that are mutually beneficial to the company and society.

According to Keith Davis, the term social responsibility refers to two types of business obligation viz.

- i) The Social Economic obligation to see that the Economic consequences of its action do not adversely affect public welfare.
- ii) The socio human obligation of every business is to nurture and develop human values such as morale, cooperation, motivation and self realization in work.

The importance of the external environment and the influence of stake holders have been increased by the social issues and problems. These have given rise to the demand for high levels appropriate social responsibility. The debate as the role of business in society has created an agenda of social problems that includes environmental pollution equal employment opportunities for women and minority workers consumer safety, and many other concerns reflecting the moral and social aims of stake holders. "A business is only a sub organization of the society. The society is the largest possible kind of organization with goals of production, distribution and harmonizing individual relationship. Therefore, we need managers who don't think only in terms of business and organizations but also social welfare. Towards this end, we require managers with social concern, social accountability, a broadened outlook and Indian personality. These managers will blend business sense with social sense. What is needed today is a shift in thinking from narrow domain of business management to a broader concept of management towards prosperity of the whole nation. The purpose of management should not only be the generation of wealth but also its equitable distribution to ensure the well being of the society at large.

Some of the challenges of the 21st Century businesses are

- i) Radical changes.
- ii) Population explosion.
- iii) Depletion of natural resources.
- iv) Environmental degradation such as air, water, pollution and soil spoilage.
- iv) Technology and its impact on society.
- v) Social tensions.
- vi) Widening of disparities in society
- vii) Acculturation and destruction of cultural heritage
- ix) Globalization
- x) Wars
- xi) Ecological imbalances.
- xii) Damages to ozone layer
- xiii) Illiteracy
- xiv) Global warming
- xv) Natural calamities – Earth quakes, floods droughts etc., and so on.
- xvi). Regional imbalances – Economic, Social and cultural.

MEANING OF SOCIAL RESPONSIBILITY MARKETING:

The effects of Marketing clearly extended beyond the company and the customer to society as a whole. Marketers must carefully consider their role in broader terms, and the ethical, environmental, legal and social context of their activities. We can see a fundamental change in the way consumers buy their products and services. Consumers now commonly engage in a cultural audit of providers. People want to know your value and ethics demonstrated by how you treat employees, the community in which you operate, the implication of marketers is to strike. The balance between profitability and social consciousness and sensitivity. It is not a program or a quarterly promotion, but rather away of life. You have to integrate this level of social responsibility into ones operation. This realization calls for a new term that enlarges the marketing concept, called as “Societal marketing concept” “the societal marketing concept holds that the organizations task is to determine the needs, wants and interests of target markets and to deliver the desired satisfaction more effectively and efficiently than competitors in a way that preserves or enhances the consumers and society’s long term well being. Sustainability has become a major

corporate concern in the face of challenging environmental forces. Firms such as Hewlett-packard(HP) have introduced recyclable computers and Printers and reduced green house emission. Mc.Donald's strives for a "Socially responsible Supply System." Encompassing everything from healthy fisheries to redesigned packaging. The societal marketing concept calls upon marketers to build social and ethical considerations into their marketing practices. They must balance and juggle the often conflicting criteria of company profits, consumer want satisfaction and public interest.

As goods became more commoditized and as consumers grow more socially conscious, some companies including the Body shop, timer land, and Patagonia, are adding social responsibility as a way to differentiate themselves from competitors. Build consumer preference and achieve notable sales and profit gain. They believe customers will increasingly look for signs of good corporate citizenship.

The internal marketing must be matched by a strong sense of ethics values and social responsibility raising customer expectations, evolving employee goals and ambitions, higher government legislation and pressure, developing investor interest in social criteria, relentless media scrutiny and changing business procurement practices. All these can be driving forces to Corporate Social Responsibility. Many now believe that satisfying customers, employees and other stakeholders and achieving business success and closely tied to the adoption and implementation of high standards of business and marketing conduct. Firms are finding that one benefit of being such as a socially responsible company is the ability to attract employees. Especially younger people who want to work for companies they feel good about the most admired and increasingly most successful. Companies in the world abide by a code of serving peoples interests, not only their own. Alliances with environmentalists can achieve more satisfying solutions that both address public concerns and increase the firm image and profits.

CORPORATE SOCIAL RESPONSIBILITY:

Raising the level of socially responsible marketing calls for making a three-pronged attack that realize on proper legal, ethical and social responsibility behavior.

LEGAL BEHAVIOUR:

Organization must ensure every employee knows and observes relevant laws, sales people's statements legally must match advertising claims. Sales people may not offer bribes to purchasing agents or others influencing a B2B sale, they may not obtain or use competitors technical or trade secrets through bribery or industrial espionage. Finally they must not disparage competitors or their products by suggesting things that are not true.

ETHICAL BEHAVIOUR:

Certain business practices are clearly unethical or illegal. These include bribery, theft of trade secrets, false and deceptive advertising exclusive dealing and trying agreements quality or safety defects, false warranties, inaccurate labeling, price fixing or undue discrimination and barriers to entry and predatory competition companies must adopt and disseminate a written code of ethics build a company tradition of Ethical behavior and hold people fully responsible for observing ethical and legal guidelines. Companies that don't perform ethically or well disgruntled are at greater risk of being exposed. Thanks to the internet in the past, a customer might bad mouth a firm to 12 other people. Today he or she can reach thousands. Microsoft, for example has attracted scores of anti Microsoft sites, including Hate Microsoft and Boycott Microsoft the general destruct of companies among US consumers is evident in Research showing the between 2001 and 2005, the number who viewed Corporation unfavorably increased 20%

SOCIAL RESPONSIBLE BEHAVIOUR:

Marketers must practice a social conscience in specific dealings with customers and stake holders. Increasingly people want information about the company's record on social and environmental responsibility to help decide which companies to buy from, invest in, and work for.

LIST OF COMPANIES RECEIVING HIGH MARKS FOR SOCIAL RESPONSIBILITY:

1. Microsoft
2. Johnson & Johnson
3. 3 M
4. Google

5. Coca-cola
6. General Mills
7. UPS
8. Sony
9. Toyota Motor
10. Procter and Gamble
11. Amazon Com.
12. Whole foods Market.
13. Walt Disney
14. Honda Motor
15. Fed Ex

Deciding how to communicate corporate social responsibility can be difficult. Once a firm touts an environmental initiative, it can become a target for criticism when Levi's launched its Eco organic Jeans line, it added organic cotton to its products quality for several years until it reached 100% because it feared drawing attention to the fact that according to USDA and EPA data a third of a pound of chemicals is used to grow a pound of the regular, non-organic cotton in the United States used in some of its other jean lines, many well intimated.

Social Marketing – When Marketing principles are used to bring out social change it is called Social Marketing. Marketing facilitates the process of adoption of new ideas, concepts by either reinvesting or modifying the old ideas. Social Marketing involves activities undertaken to create maintain or alter attitudes and / or behaviour towards an Idea or cause behavior can be changed using legal Technological, Economic or informational approach. The informational approach became refined into social advertising, later social communication, Social marketing provides an effective conceptual system for thinking through the problems of bringing about a change in the ideas or practices of the target market.

Kotler (1985) agreed that social changes can be brought through Marketing. The process is slow and difficult. He discussed four types of social changes. Cognitive change, action change, behavioral change and value changes. He suggested that social Marketing may bring these changes but with increasing difficulty. According to Kotler the most difficult change to bring about in society is value change values are not only deep rooted but also provide a meaning to the life of an individual. Social cause marketing is an attempt to gain recognition and support

for some social cause, such as family planning, pollution control, auto seat-belt usage etc.

Two of Managements most renowned thinkers have turned their attention to Corporate social responsibility offering some unique perspectives that builds on their past Management research and thinking. Harvard's Michael porter and Mark Kramer, Managing Director of FSG Social impact advisors, believe good Corporate citizenship can be a source of opportunity, innovation and competitive advantage as long as firms evaluate it using the same frame works and concepts that guide their core business strategies, they feel Corporate Social responsibility must mesh with a firm's strengths, Capabilities and positioning. They assert that strategic Corporate Social responsibility results when firms (1) Transform value chain activities to benefit society while reinforcing strategy and (2) Engage in strategic philanthropy that leverages capabilities to improve salient areas of competitive context.

According to the authors, firms should select causes that intersect their particular businesses to create shared value for the firm and society for eg. Toyota addressed Public concerns about auto-emissions by creating a competitively strong and Environmentally friendly hybrid vehicle, Pins, mexican construction company, urbi prospered by using novel financing, approaches to build, housing for disadvantaged buyers, and french banking giant credit Agri-cole differentiated itself through specialized environmentally friendly financial products porter and Kramer note that "By providing jobs, investing capital, purchasing goods and doing business everyday, Corporations have a propound and positive influence on Society. The most important thing a Corporation can do for society and for any community is contribute to a prosperous economy. "Although Companies can address hundreds of social issues, only a handful over the opportunity to build focused, proactive and integrated social initiatives that link with core business strategies to make a real difference to society and create a competitive advantage in the market place.

Marketers are trying to woo customers with new products and always are trying to market new products with innovation, but the marketers are not able to teach how to dispose of once new products like Cans, bottles, and other items.

In metropolitan cities and towns this explosion of plastic usage has been identified as greater than in the rural segments. Plastic bags usage has been a threat to environment. Daily nearly the usage of plastic bags accounts nearly 10 to 15

lakhs per day. These plastic bags are non-degradable and they emit poisonous gases from the Earth these bring disaster to the Environment. And as an outcome there has been visible changes in the layers of earth's crust.

Another confronting issue which is to be addressed is these plastic bags do not stay at one particular place and they fly on the high ways and on the roads. It can be observed that these cattle and sheep gaze these plastic bags as food and are prone to some vulnerable diseases like Cancer and skin related diseases.

ALTERNATIVES IN VIEW OF PLASTIC USAGE:

There should be reduction in plastic usage. Clothen bags, paper bags have to be used. Propagation of this usage must be inculcated.

MONITORING MEASURES:

There must be regulation in the use of plastics and severe actions must be taken. The plastic bags must be manufactured within the prescribed composition of microns. Businessmen and manufacturers are solely responsible to combat this issue and see to it that they follow the aforesaid guidelines and rules.

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