The Contemporary Position of Socially Responsible Marketing – The Past and Present

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Abstract

Many factors drive companies to pursue higher levels of CSR, including changes in employee and customer needs, management and government pressure, business interests in relational models, and compliance with supply chain processes. The foundation of business knowledge as business ethics includes compliance with legal and ecological principles. Businesses should ensure that all employees understand and comply with applicable laws. Businesses should implement and publish a written policy to promote a culture of ethical behaviour within the organisation and to hold employees accountable for legal and ethical compliance. By using these strategies or similar strategies, companies can create opportunities to reduce current and future expenses, increase competitiveness and market performance, and improve results. In today›s business world, ecological concepts are increasingly used in the market as a necessary prerequisite for developing competitive advantage and brand awareness. Business strategies and the need to create products and services that meet customer needs have had a significant impact on the evolution of environmental awareness. This article focuses on the current state and development of the business sector.

Keywords: Business Organisations, Ecological Principles, Environmental Regulations, Ethics, Socially Responsible Marketing

Introduction

Achieving corporate success through consistent customer happiness and satisfying all stakeholders is linked to adopting and putting into practice high standards for relationship marketing. Companies need to engage in socially and ethically responsible marketing if they want to succeed in the marketplace and meet their defined business objectives. In today's business-stakeholder relationship, ethics are becoming a critical component. To be considered socially responsible, a corporation must uphold moral principles that are acceptable to the community in which it operates as well as have the organisational and financial resources to carry out its intended course of action. This essay discusses relational marketing, socially conscious marketing, historical and modern notions of corporate social responsibility, and corporate social responsibility.

The Emergence of the Concept of Corporate Social Responsibility

The notion of corporate social responsibility's emergence is the notion of corporate social responsibility, or CSR (Corporate Social Responsibility), which was developed in the latter part of the 20th century. According to this business philosophy, corporations actively engage in their operations, relationships with partners, and social and environmental elements of their business. A socially conscious business actively participates in community problem-solving, addressing issues related to workers, the economy, energy, and the environment. This reflects the business's level of development and quality of life both locally and globally. One of an organization's top priorities when conducting business on the market is environmental protection. Businesses can lessen their adverse effects on the environment to the greatest extent feasible by working to protect the natural environment.

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The three categories of social responsibility were a hot topic of discussion in the 1970s. First, there was a conversation about appropriate workplace conduct for businesspeople. Do you need to uphold the same moral standards and beliefs that they do in their personal lives? One topic that has been discussed a lot is whether a director should bribe someone to guarantee a contract if he knows that his rivals will probably follow suit. Second, the topic of how much of a social obligation businesses have to their employees was discussed. The topic of how businesses may give their workers better working circumstances piqued interest. Lastly, the concept of social responsibility encompassed the notion that businesspeople ought to support cultural events or support activities such as music festivals and art exhibitions. Since managers are also expected to serve on the educational committee, Hospital administrative cost projects, etc. In other words, they had to actively participate in the life of their communities.

According to Kotler and Lee (2005), corporate social responsibility is a commitment to use discretionary business practices to enhance community well-being and contribute to the accounting of company resources. The word discretion is crucial to this definition. It has nothing to do with legal requirements for company operations or the moral or ethical standards that underpin them. It is a company's voluntary, unsolicited action and decision to choose and implement a business practice in addition to making donations. To be able to name the corporations as socially responsible, they must exhibit this commitment, which is done by implementing new business practices and making both monetary and in-kind donations. In this sense, "community benefit" implies conditions of the people in the community itself, and of course, environmental issues.

New Ways in Addressing Social Responsibility

There is a new method being used these days while thinking about social responsibility. Many people think that businesses should serve society's demands and interests in addition to their own. They must aid in the resolution of issues within society. The expectations that society has for corporate organisations have grown as a result of this new notion. For instance, keeping up the pressure on businesses to give people a safer and more secure environment. Some businesses, like the chemical industry, are required to not only adhere to state pollution regulations but also take proactive measures to minimise pollution, even if it means sacrificing earnings. In contemporary society, businesses are required to demonstrate. They are encouraged to produce safer products, to protect and respect the environment, and to recruit people. From minorities, employ young people without work, fight racial prejudice, and uphold a high standard of integrity throughout the process. This new approach is best seen in banking. Due to the opposition of many of its clients to South Africa's Apartheid policies, the once-famous British bank is facing pressure to close its doors in that country. A new definition of social responsibility calls for integrity from both businesses and businesspeople. They need to be truthful with both the outside world and their employees. When a successful company's integrity is questioned, that company becomes extremely susceptible. Their responses are frequently harsh and receive a lot of media attention. This more inclusive definition of social responsibility is widely accepted by the corporate community. Also, they agree that companies should help in solving social problems, even when their company is not the cause of these problems.

However, some people oppose this strategy. Milton Friedman, a Nobel laureate in economics, holds that businesses have only one duty, which is to "pool their resources and energy in activities that aim to increase profits as long as they keep within the rules of the game... and to engage in open and free competition without any form of deception and fraud. "According to Friedman, businesses have a social duty to "make as much money for their shareholders as possible." A well-known figure in the business world has a similar outlook. The primary goal of businesses, according to Jan McGregor (Ian MacGregor), a former CEO and chairman of the managing boards of significant British firms, is to generate wealth. Many companies, in his opinion, have the concept of social responsibility which deters them from what their main task is. It is a reality that funding social initiatives is expensive. As a result, companies that support them frequently raise the costs of their products, cut worker wages, or experience worse profits.

Review of Literature

Corporate Social Responsibility (CSR) represents a company's commitment to improving the health of society through independent, voluntary work and the participation of its resources (Filipović & Kostić, 2005). The basic meaning of this definition is voluntary, indicating that it includes activities that are not prohibited by law or required by moral considerations, but that do not constitute obstacles to the company's desire to do business or cooperate beyond its will (Filipović, 2007). This commitment must be clearly stated for the company to be considered socially responsible and can be realized through the adoption of new business practices or donations (financial or otherwise). In this context, the term "public health"

includes improving people's living conditions and solving environmental protection problems (Mariani *et al.*, 2023).

Corporate Social Responsibility (CSR) is about how an organization gives back to its stakeholders acceptably and sustainably. It involves the conduct of a business so that it is economically profitable, law-abiding, ethical and socially supportive. (Sudhakar *et al.*, 2021). It includes ethical behaviour and accountability in dealing with stakeholders inside and outside the organization. The goal of corporate social responsibility is to preserve value while creating a high standard of living for stakeholders inside and outside the company (Sharma *et al.*, 2023).

Gender and corporate responsibility. Scholars define SRM as the integration of ethical, social, and environmental concerns into business strategies and practices. The main elements of SRM include social responsibility, ethics, environmental sustainability, and community engagement. Through SRM, organizations aim not only to enhance the reputation and trust of customers but also to solve social problems, including stakeholders related to diversity, equity, and inclusion (Laczniak & Murphy, 2006).

Socially Responsible Business (SRM) is an effective method that emphasizes the integration of ethics and knowledge regarding business practices. SRM is an important part of business ethics as it ensures clear communication between producers and consumers. SRM inhibits the ability of loyal customers to influence companies through their winning behaviours, which usually means voting for financially responsible companies. It involves integrating business ideas with social values, environmental issues, and ethical considerations to promote social change while reaching the target market (Kennedy *et al.*, 2022).

One of the important aspects of SRM is the cause of economic impact; this is when a company adjusts its business to social or environmental factors by promising to be responsible when promoting its products or services (Bhatti *et al.*, 2023). This approach involves collaboration with non-profit organizations or efforts to solve social problems such as reducing poverty, protecting the environment, or improving public health. By participating in high-value products, companies not only build their reputation but also attract good customers who appreciate important products that contribute to people's health.

The organizational culture and stakeholders through thought and leadership. The social self-concept argues that individuals gain self-esteem from group members, which in turn influences consumer behaviour and market segmentation. Using this framework, organizations can create marketing plans that resonate with diverse customer groups while promoting communication and representation. Inclusive marketing is a strategic approach that focuses on creating marketing plans, products, and services that appeal to diverse audiences, including individuals with different cultures, abilities, genders, ages, and socioeconomic characteristics (Beek *et al.*, 2023; Dimitrieska *et al.*, 2019). This review explores the evolution of digital marketing, its key concepts and concepts, highlighting its importance in today's business environment and its impact on customer experience, brand sentiment and business competition.

The concept of inclusive marketing has evolved with changes in demographics, social values and consumer needs. Historically, marketing has focused on targeting homogeneous customer groups, ignoring diversity. However, as populations diversify and consumer preferences change, businesses are realizing the need for a unified approach to influence and engage a broader audience (Wisker, 2023). An inclusive business should support diversity and represent a wide range of personalities, experiences, and perspectives in business communications and messaging. This includes reaching more people, including through words and visuals in advertising, and addressing the specific needs and preferences of different demographic groups (Nguyen & Johnson, 2020).

Research Methodology

The current study uses the qualitative approach to investigate the contemporary position of socially responsible marketing as a way to the firm's better performance. Content analysis is used to analyze the content of the text available. In this study, data on socially responsible marketing were gathered by thoroughly analyzing the secondary data. The relevant content for analysis are websites, books, national journals, international journals, articles and case studies, interviews with peers and discussions.

Findings

Socially Responsible Marketing

1. Businesses in the service sector should not only aim for but necessarily require, a marketing orientation. If there is no monopoly on the market or if business operations in both the domestic and foreign markets are not focused on marketing, there is little chance of long-term corporate success. A realistic assessment of the organisation and knowledge about the state of the environment is essential for formulating strategies for service businesses. A good marketing plan enables you to

generate consumer interest in service providers, which boosts sales, as well as generates new business.

2. The building of strong, long-lasting relationships with people and organisations that have the power to affect the success of businesses' marketing initiatives is rapidly becoming the primary objective of marketing. Relational marketing acknowledges the value of many stakeholders in providing the best possible value to the customer. The ultimate goal of relational marketing is to create distinctive marketing networks made up of the business and its stakeholders, with whom the business forges lucrative connections.
3. Marketing instils a new work ethic in the company, sets new responsibilities, demonstrates discipline in carrying out the plan, and is dedicated to fostering complete collaboration and coordination among all parties involved in the business process.
4. Through marketing orientation, relationship marketing, brand management, public relations, and marketing communications, stakeholders' opinions are included in the marketing process. Within the framework of corporate marketing, stakeholders are perceived as both consumers of goods and services and as variables that influence and expand upon the notion of the marketing mix. The corporate marketing approach seeks to address social demands and expectations, particularly those of stakeholders, in addition to maximising profit.

Thus, from the standpoint of social responsibility, social interaction is one of the most crucial components of corporate marketing. The emergence of economic entities in market economies has resulted in natural processes and a legitimate commercial orientation that has given rise to the contemporary scientific discipline of marketing.

Every marketing endeavour should address the needs of consumers, the economy, and society while also promoting economic efficiency. Based on the previously mentioned information, we deduced that this type of management and marketing management organisation offers a sufficient assessment of the interplay between market, economic, and wider social concerns. Furthermore, the fundamental quality of marketing is its prompt adaptation to shifting societal and market demands. Because of this advantageous aspect, marketing is regarded as one of the tools appropriate for putting the required structural changes into place.

Company-oriented marketing companies seek to accurately portray and satisfy consumer wants since doing so is essential to attaining the main objectives of their existence, company, and enterprise development (Radnović *et al*., 2011). Prioritising the identification and analysis of consumer needs will help you identify target markets, manage your production and sales schedule, and engage in other marketing initiatives (Radnović *et al*., 2008).

To become competitive in the market, strategies and tactics that guarantee the effective use of the resources at hand must also be developed. The company will not survive long if its goal is not to create ways to draw in and keep clients and consumers. It should never be forgotten that the primary responsibility and goal of any position within the organisation is to satisfy the needs of clients and consumers. As an economic process, marketing connects production and consumption by bringing them into contact through an exchange process.

Marketing as a business means a system of two aspects of observation: Macro-marketing is an activity at the level of a nation's economy and society, whereas micro-marketing is a subsystem of the organisation as a whole. One of the trans-disciplinary descriptive scientific disciplines that studies market phenomena is marketing. It employs unique ideas and techniques. Accordingly, some writers contend that marketing is a relatively recent academic discipline with a narrow theoretical foundation and little variation when compared to disciplines like economics, sociology, and psychology. Nonetheless, in addition to using antiquated theories to address contemporary marketing issues, marketing theorists have attempted to create their original marketing theory.

Marketing vs Socially Responsible Marketing

The significance of relationship marketing has grown quickly. Relational marketing has been widely accepted since it has become clear that a company's revenues are correlated with its customers' pleasure and that a strategic competitive advantage can only be granted based on the qualities of its products. Distribution channels in industrial marketing, marketing services, marketing, and product management have progressed from marketing to general public consumers who are anonymous to marketing relationships with a degree of familiarity with consumers and other stakeholders, or identifiable consumers (Laczniak, *et al*., 2020).

Product orientation, the orientation of the product, sales and commercial orientation, and marketing orientation which is currently further subdivided into customer orientation, community orientation, and relational marketing are the stages in the creation of company conceptions. There exist multiple interpretations of relationship marketing, one of which states that it involves "attracting, retaining, and

improving relationships with customers". The goal of relationship marketing is to establish, develop, and enhance relationships with customers and other partners at a profit to fulfil the objectives of the involved parties. Relationship marketing is centred on the development of long-term relationships with customers and other involved parties (Grönroos, 1990). Mutual assistance and the keeping of pledges are used to accomplish this (Grönroos, 1996).

Marketing of relations is another name for relationship marketing; the word "retention marketing" is specifically found in literature. Relationship marketing reinterprets marketing as a long-term investment (Kim *et al*., 2001). Relational marketing focuses marketing efforts on carefully chosen clients, either as individuals or as groups (Adriane *et al.*, 1999). These clients customise the product or service, but their interactions with the other participants are what generate and provide new, enhanced value (Varki *et al.*, 2003). Relational marketing at the organisational level is referred to as Market Model Six or The Six Markets Model. It is acknowledged that the function of the six markets, each of which stands for a relational marketing dimension, is to establish connections with entities - companies or people - that may have an impact on the efficacy of the company's positioning in the market, either directly or indirectly. The internal market, which is considered to be the centre of the organisation, served as the initial representative of these domains, emphasising the function of internal marketing as an integrator and facilitator that helps with relationship management with other parties under different markets. The consumer market is now positioned at the centre.

Placing customers at the core of the Six Markets model concentrates on the objective of relational marketing, producing value for customers, contentment, and loyalty, with the long-term goal of increasing profitability. Relational marketing, or relationship marketing, focuses marketing efforts on carefully chosen clients, either as individuals or as groups (Todorović *et al*., 1991). These clients customise the product or service, but their interactions with all other participants are what generate and provide new, enhanced value. The modern approach to marketing, which is built on an interactional network where marketing activities expand throughout the organisation or outside of marketing, is a topic of increasing discussion in modern theory and practice (Vasilljev, 2004).

Given their significance, marketing goals take on a greater significance for businesses and organisations as a whole. This helps to foster a culture of complete knowledge among all corporate personnel regarding the value of keeping an eye on customers and competitors. As a result, relational marketing represents the pinnacle of marketing orientation development. Put another way, its primary objective is to assist in establishing the best possible relationships with all parties involved (suppliers, competitors, distributors and others) which, in certain circumstances, significantly dictate the terms and standards of the market economy (Riznić, 2003).

Companies that utilise relational marketing increase their competitive position by enhancing the nonmaterial parts of their relationships with customers (Egan, 2003). This is because intangibles, unlike tangible materials like leads, are harder to replicate and replicate. Recent years have seen a shift in management strategy towards relational marketing, where relationships with customers are seen as a company asset. This has had many positive effects, including lower marketing expenses and higher overall profits due to the value of devoted customers who are not sensitive to price changes. Success in a company today is intimately linked to the adoption and use of high standards in new marketing models known as relationship marketing, which aim to continuously satisfy customers and all other stakeholders. Companies must assess the real-world application of morally and socially responsible marketing if they hope to meet their objectives and succeed in the marketplace. In today's business-stakeholder relationship, ethics are becoming a critical component (Woodcock *et al*., 2002).

The new business-marketing relationship concept emphasises the significance of building strong relationships amongst stakeholders and acknowledges that these relationships are the only way to succeed in the marketplace. clients and other groups that comprise the specific business system's microenvironment A few key tenets of socially conscious marketing include business ethics, respect for human and labour rights of individuals and groups in the market, environmental principles in the development of new products, combating corruption in the market economy, and ethical principles in the formation of market group communications.

Conclusion

Corporate social responsibility is a concept widely used in today's business world because companies have a great responsibility for events and activities of social importance. The company is involved in various community initiatives to help solve problems in the communities in which it operates. In addition to the legal and social regulation of business and activities, the general interests and ethics of today's business world are also taken into account within the framework of the social economy. To achieve long-term business results, organizations need to appreciate and respect

standards of conduct and principles, comply with rules and regulations, as well as meet customer needs, desires, and expectations.

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