



Need of Marketing in Corporate Social Responsibility (CSR) Projects

According to the Investopedia Website, the concept of “Social Responsibility in Marketing” aims businesses to start their functioning, being productive members of society and tweaking their profit-making procedures with endeavors that should have as primer objective to benefit the mankind community on a political, economic, or social scale. Social marketing responsibility encompasses fixating on gaining retailers who desire to make a positive change with their brand-new acquisitions. Several businesses have incorporated socially conscious concepts as a way of helping societies by valuable services and goods. Moreover, a 2017 “Corporate Social Responsibility” survey by Porter Novelli Company, Cone Communications, which was focused into public relations and marketing forms, stated that within the United States of America, 87% of Americans would preferably buy a product if their company addressed a current concern they care about, and 76% respectively would refuse to acquire any product if the enterprises are contrary to their beliefs. On the other hand, 63% of Americans hopefully believes that companies will drive the country into an environmental change due to the constant absence of the government in climate matters, and 78% of Americans as well wishes the corporations to discuss social justice emergencies. Nonetheless, on an international scale, the 2015 report by Nielsen, called “The Sustainability Imperative”, surveyed 30,000 customers within 60 nations, and had as a result that 66% of buyers were willing and able to pay more goods from brands that displayed social responsibility and commitment as well.

Corporate responsibility has much more to do with socially responsible practices. As an example, in encouraging accountable marketing strategies, managers, administrators, and shareholders and policymakers must perform ethical behavior patterns and contribute to the community. The habit of endorsing deceptively ecologically friendly techniques or services, carrying on appearances or greenwashing,



indicates to clients that somehow the organization is not devoted to civic responsibility, and on a futuristic viewpoint, those actions could eventually affect the image and the company's management. Users can often see tricks, catch phrases or attempts not legitimate or inconsistent. In fact, 67% of respondents in the Cone survey, say they are trying to examine an industry's status on a particular issue, to see whether its credible or not.

Naturally, the techniques that tend to be the most successful are those in which a business actually manages to directly relate its main product to its socially beneficial activity, and therefore, enhances its attempts. One prime example is Toms label, since in 2007, the shoe and accessories supplier introduced its "One for One" project. Toms provided a pair of shoes to a vulnerable child for every shoe pair bought, and for every pair of glasses sold, it sponsored for both an eye exam, treatment and rehabilitation process for an uninsured adult. Even though it has equipped thousands of people with footwear and vision care, and many other innovative retailers have followed up the "Afford-One-Donate-One" system, Blake Mycoskie, who is Tom's developer, concluded he needed to continue satisfying people in order to increase his company's productivity. And thus, in order to solve further systemic poverty issues, he dedicated himself to designing sneakers in regions around the world where he donated them such as Kenya and India. Up to now, Toms has created more than 800 jobs. As further projects, the corporation has an eye on investing in infrastructure. But momentarily, Toms is contributing by its coffee business the money raised from its profits to develop safe water mechanisms throughout the populations wherein the beans are being cultivated. This type of social responsibility in marketing, provides a positive image for companies seeking to significantly impact productivity and profitability.

It has been proven by the Small Business Trends Website that the Corporate Social Responsibility (CSR) within the marketing is pretty much a long-term play. Over the first three years, corporations generally show economic losses. Therefore, this is not until the 48th month that opportunities start popping across, and when they do, the marketing strategies and advertising consequences can indeed be powerful ones. Nowadays, several companies have been getting CSR. Kitchen Cabinet Kings, which is a pioneering manufacture of immediate post-assembled kitchen cabinets ready to purchase online, has been concentrating on the environmental sustainability by a partnership with the Plant a Tree Campaign. The procedure consists on that for every kitchen bought, the corporation plants a tree within one of the National Forests in the United States. This specific action might be seemed like a small detail, but something as small as environmental aid may create a huge difference when it comes to deciding



amongst Kitchen Cabinet Kings and other competitors. By contrast, Kroger, which is an American distributor owned by Bernard Kroger, partners alongside worldwide hunger-fighting agencies and associations, advocates for women's reproductive rights to provide for community members and families. As the company states "We have built a strong foundation based upon the commitment of our associates to serve each and every customer every day, and our promise to be good stewards of our communities and our planet". Last but not least, Delta Airlines, mainly focuses on the reduction of greenhouse gas emissions, fostering environmental stewardship, and enhancing transparency on carbon emission actions. This special involvement of the company on the Corporate Social Responsibility (CSR), encourages people to work within corporation having as main concern the benefits of the present-day world.

Philip Kotler established an exact definition for Corporate Social Responsibility (CSR): "Raising the level of socially responsible marketing calls for making a three-pronged attack that relies on proper legal, ethical, and social responsibility behaviour". During the last decade, the world has been an eyewitness for companies applying for CSR, mainly in an environmental way. Nonetheless, there is also a possibility of meeting the buyer's needs on a social, economic, or legal scale. Strengthening an understanding of responsibility can lead to a greater prestige as well as appreciation for either a company or a label. For organizations that consciously demonstrate a robust social commitment, it may be possible to develop consumer demands and profitability, thereby separating themselves from certain counterparts. Corporate Social Responsibility (CSR) enables great opportunities to build collaboration and commitment in enterprises whilst at the same time educating and enabling workers to take accountability. With that said, the crucial component once it comes to CSR strategies is the use of terminology and methods not in accordance with a broader Business service strategy or with a view to complementing the approach to social marketing. It is all about fulfilling a constructive stance when it comes to explaining how consumers will influence the entire community. Considering the rest of businesses that have not linked social values at the corporation level, now is the time to gain influence, productiveness, and leadership. Companies must take advantage of the social succour internally and with their outside public in order to attract commercial value and effectiveness for future projects. Great Corporate Social Responsibility (CSR) leads to great strength, and so many entities are gradually awakening and emerging because of the need to demonstrate their consumer principles in other complicated ways rather than simply creating quality services and goods. In this sense, Corporate Social Responsibility (CSR) is not at all something these corporations are consciously spending resources, money, and



time; it is also a positive opportunity to share. Users, nowadays like it and buy special goods and services as long as it contributes to the world by investments, sustainable innovation, and ethical caritative donations. *“A CSR strategy practiced with integrity can do much more good for your company than great publicity”.*

Bibliography:

1. Investopedia. (2015, April 22). Why Socially Responsible Marketing Matters. Retrieved from <https://www.investopedia.com/ask/answers/042215/why-social-responsibility-important-marketing.asp>
2. Cone Communications. (2017, May 17). 2017 Cone Communications CSR Study — Cone Communications PR Inc | PR Agency | Boston | NYC. Retrieved from <https://www.conecomm.com/research-blog/2017-csr-study#download-the-research>
3. Larry Alton. (2019, December 5). The Role of CSR in Marketing and Branding. Retrieved from <https://smallbiztrends.com/2017/04/csr-marketing.html>
4. Geoff Fripp, & Ethical Marketing. (2014, July 16). Corporate social responsibility and marketing. Retrieved from <https://www.marketingstudyguide.com/corporate-social-responsibility-marketing/>
5. Alexis Fillmer, & PHOS. (2019, February 15). Corporate Social Responsibility is More Than a Marketing Strategy. Retrieved from <https://phoscreative.com/csr-marketing-strategy/>